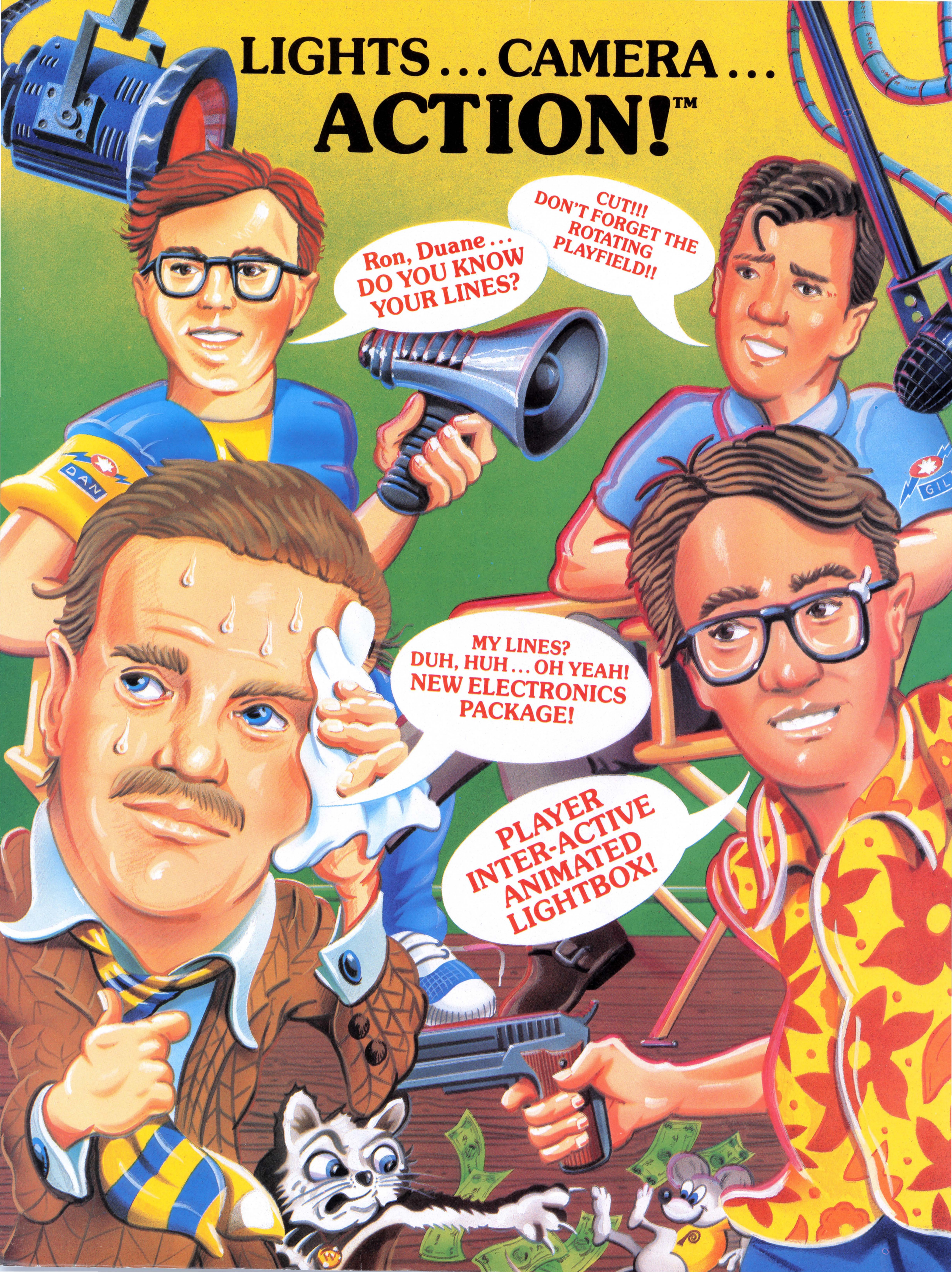
PLAY METER
Magazine

15th
Anniversary
Edition

VOLUME 15, No. 12 FOR THE COIN-OP ENTERTAINMENT INDUSTRY DECEMBER 1989

LIGHTS . . . CAMERA . . . ACTION!™


Ron, Duane . . . DO YOU KNOW YOUR LINES?
CUT!!! DON'T FORGET THE ROTATING PLAYFIELD!!
DAN
GIL
MY LINES? DUH, HUH . . . OH YEAH! NEW ELECTRONICS PACKAGE!
PLAYER INTER-ACTIVE ANIMATED LIGHTBOX!

EQUIPMENT POLL BALLOT

Please rate the games on a scale of one to ten, with ten representing superior earnings. A space has been allowed under each manufacturer's name for a write-in entry.

VIDEO

American Technos:

Block Out	1 2 3 4 5 6 7 8 9 10
Double Dragon II	1 2 3 4 5 6 7 8 9 10
WWF Super Stars	1 2 3 4 5 6 7 8 9 10
____________	1 2 3 4 5 6 7 8 9 10

American Sammy:

Omega Fighter	1 2 3 4 5 6 7 8 9 10
Task Force Harrier	1 2 3 4 5 6 7 8 9 10
____________	1 2 3 4 5 6 7 8 9 10

Atari:

Championship Sprint	1 2 3 4 5 6 7 8 9 10
Cyberball	1 2 3 4 5 6 7 8 9 10
Cyberball 2027	1 2 3 4 5 6 7 8 9 10
Escape From Planet of Robot Monsters	1 2 3 4 5 6 7 8 9 10
Final Lap	1 2 3 4 5 6 7 8 9 10
720 Degrees	1 2 3 4 5 6 7 8 9 10
Hard Drivin'	1 2 3 4 5 6 7 8 9 10
RoadBlasters	1 2 3 4 5 6 7 8 9 10
S.T.U.N. Runner	1 2 3 4 5 6 7 8 9 10
Super Sprint	1 2 3 4 5 6 7 8 9 10
Tetris	1 2 3 4 5 6 7 8 9 10
____________	1 2 3 4 5 6 7 8 9 10

Bally Midway:

Arch Rivals	1 2 3 4 5 6 7 8 9 10
____________	1 2 3 4 5 6 7 8 9 10

Capcom:

Capcom Bowling	1 2 3 4 5 6 7 8 9 10
Dynasty Wars	1 2 3 4 5 6 7 8 9 10
Strider	1 2 3 4 5 6 7 8 9 10
U.N. Squadron	1 2 3 4 5 6 7 8 9 10
Willow	1 2 3 4 5 6 7 8 9 10
____________	1 2 3 4 5 6 7 8 9 10

Data East:

Bad Dudes	1 2 3 4 5 6 7 8 9 10
Midnight Resistance	1 2 3 4 5 6 7 8 9 10
Robo Cop	1 2 3 4 5 6 7 8 9 10
Sly Spy	1 2 3 4 5 6 7 8 9 10
Volleyball	1 2 3 4 5 6 7 8 9 10
____________	1 2 3 4 5 6 7 8 9 10

Fabtek:

Cabal	1 2 3 4 5 6 7 8 9 10
Dynamite Duke	1 2 3 4 5 6 7 8 9 10
Toki	1 2 3 4 5 6 7 8 9 10
____________	1 2 3 4 5 6 7 8 9 10

Jaleco:

Big Run	1 2 3 4 5 6 7 8 9 10
____________	1 2 3 4 5 6 7 8 9 10

Konami:

Bottom of the 9th	1 2 3 4 5 6 7 8 9 10
Crime Fighters	1 2 3 4 5 6 7 8 9 10
TMNT (dedicated)	1 2 3 4 5 6 7 8 9 10
S.P.Y.	1 2 3 4 5 6 7 8 9 10
____________	1 2 3 4 5 6 7 8 9 10

Leland:

All Am. Football	1 2 3 4 5 6 7 8 9 10
Team Quarterback	1 2 3 4 5 6 7 8 9 10
Super Off Road	1 2 3 4 5 6 7 8 9 10
Quarterback	1 2 3 4 5 6 7 8 9 10
____________	1 2 3 4 5 6 7 8 9 10

Nintendo:

Play Choice-10	1 2 3 4 5 6 7 8 9 10
M. Tyson Punch Out	1 2 3 4 5 6 7 8 9 10
Super Mario 2	1 2 3 4 5 6 7 8 9 10
Super Mario 3	1 2 3 4 5 6 7 8 9 10
TMNT (kit)	1 2 3 4 5 6 7 8 9 10
____________	1 2 3 4 5 6 7 8 9 10

Romstar:

Aqua Jack	1 2 3 4 5 6 7 8 9 10
Castle of Dragon	1 2 3 4 5 6 7 8 9 10
Champion Bowling	1 2 3 4 5 6 7 8 9 10
Final Blow	1 2 3 4 5 6 7 8 9 10
____________	1 2 3 4 5 6 7 8 9 10

Sega:

AfterBurner	1 2 3 4 5 6 7 8 9 10
E.S.W.A.T.	1 2 3 4 5 6 7 8 9 10
Golden Axe	1 2 3 4 5 6 7 8 9 10
OutRun	1 2 3 4 5 6 7 8 9 10
Shinobi	1 2 3 4 5 6 7 8 9 10
Super Hang On	1 2 3 4 5 6 7 8 9 10
Super Masters	1 2 3 4 5 6 7 8 9 10
Super Monaco GP	1 2 3 4 5 6 7 8 9 10
Turbo OutRun	1 2 3 4 5 6 7 8 9 10
____________	1 2 3 4 5 6 7 8 9 10

SNK:

Gang Wars	1 2 3 4 5 6 7 8 9 10
Mechanized Attack	1 2 3 4 5 6 7 8 9 10
Prehistoric Isle	1 2 3 4 5 6 7 8 9 10
Sky Adventure	1 2 3 4 5 6 7 8 9 10
Street Smart	1 2 3 4 5 6 7 8 9 10
Super Champ. Baseball	1 2 3 4 5 6 7 8 9 10
____________	1 2 3 4 5 6 7 8 9 10

Strata:

Golden Tee Golf 1 2 3 4 5 6 7 8 9 10

Taito:

Big Event Golf 1 2 3 4 5 6 7 8 9 10
Chase H.Q. 1 2 3 4 5 6 7 8 9 10
Crime City 1 2 3 4 5 6 7 8 9 10
Double Dragon 1 2 3 4 5 6 7 8 9 10
Nastar Warrior 1 2 3 4 5 6 7 8 9 10
Night Striker 1 2 3 4 5 6 7 8 9 10
Operation Thunderbolt 1 2 3 4 5 6 7 8 9 10
Operation Wolf 1 2 3 4 5 6 7 8 9 10
Plotting 1 2 3 4 5 6 7 8 9 10
Superman 1 2 3 4 5 6 7 8 9 10
U.S. Classic 1 2 3 4 5 6 7 8 9 10
________________ 1 2 3 4 5 6 7 8 9 10

Tecmo:

Ninja Gaiden 1 2 3 4 5 6 7 8 9 10
Tecmo Bowl 1 2 3 4 5 6 7 8 9 10
Tecmo World Cup '90 1 2 3 4 5 6 7 8 9 10
________________ 1 2 3 4 5 6 7 8 9 10

Williams:

NARC 1 2 3 4 5 6 7 8 9 10
________________ 1 2 3 4 5 6 7 8 9 10

PINBALL

Bally:

Elvira/Party Monsters 1 2 3 4 5 6 7 8 9 10
Mousin' Around 1 2 3 4 5 6 7 8 9 10
Transporter 1 2 3 4 5 6 7 8 9 10
________________ 1 2 3 4 5 6 7 8 9 10

Data East:

Time Machine 1 2 3 4 5 6 7 8 9 10
Playboy 1 2 3 4 5 6 7 8 9 10
Monday Night Football 1 2 3 4 5 6 7 8 9 10
________________ 1 2 3 4 5 6 7 8 9 10

Gottlieb/Premier:

Big House 1 2 3 4 5 6 7 8 9 10
Bone Busters 1 2 3 4 5 6 7 8 9 10
Hot Shots 1 2 3 4 5 6 7 8 9 10
________________ 1 2 3 4 5 6 7 8 9 10

Williams:

Banzai Run 1 2 3 4 5 6 7 8 9 10
Black Knight 2000 1 2 3 4 5 6 7 8 9 10
Cyclone 1 2 3 4 5 6 7 8 9 10
Earthshaker 1 2 3 4 5 6 7 8 9 10
High Speed 1 2 3 4 5 6 7 8 9 10
Jokerz! 1 2 3 4 5 6 7 8 9 10
Pinbot 1 2 3 4 5 6 7 8 9 10
Police Force 1 2 3 4 5 6 7 8 9 10
Swords of Fury 1 2 3 4 5 6 7 8 9 10
Taxi 1 2 3 4 5 6 7 8 9 10
________________ 1 2 3 4 5 6 7 8 9 10

CD JUKEBOXES:

NSM 1 2 3 4 5 6 7 8 9 10
Rock-Ola 1 2 3 4 5 6 7 8 9 10
Rowe 1 2 3 4 5 6 7 8 9 10
Seeburg 1 2 3 4 5 6 7 8 9 10
Wurlitzer 1 2 3 4 5 6 7 8 9 10
________________ 1 2 3 4 5 6 7 8 9 10

OTHER EQUIPMENT:

Mfg. ________________
Game ________________ 1 2 3 4 5 6 7 8 9 10

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY CARD

First Class Permit No. 954 New Orleans, LA

POSTAGE WILL BE PAID BY ADDRESSEE

PLAY METER MAGAZINE
PO Box 24170
New Orleans LA 70184-9988

NEWS BULLETIN

■ At the behest of AMOA president Jack Kerner, representatives of every association connected with the vending industry met in Washington, D.C., on Nov. 8 to discuss the 1990 Washington Conference, set for April 29-May 1. Present at the meeting were Kerner and Wally Bohrer of AMOA, Bob Fay and Alan Stone of AAMA, James Rost of NAMA, and Morris "Tiny" Weintraub of CVIC. Representing the Tobacco Institute were Jack Regan and Larry Schreiber of R.J. Reynolds and Irv Otte of Brown and Williamson.

"I called the meeting because I feel it's important that we go to Washington as one united industry," Kerner said. "Everything went great; each association voiced its concerns and hopes for the industry. I think it was the first time that all the different associations sat down and broke bread together. Some have committed to attending the Washington Conference already, like AAMA and the Tobacco Institute. The others may or may not send a group there. But either way, it's a promising start to having a truly united industry."

■ Rowe International celebrated the 100th anniversary of the jukebox in a unique manner on Nov. 15 and 16. Officials of Rowe's home office in Whippany, N.J., joined with those of the Grand Rapids, Mich., manufacturing facility in welcoming members of the Amusement and Music Operators Association (AMOA) Jukebox Promotion Committee and other guests for an unprecedented tour of the assembly plant and grand opening of the Rowe Jukebox Museum.

Rowe's Grand Rapids plant is staffed by an unusually large number of long-term employees, with years of service ranging anywhere from four to 42 years. All were extremely cooperative in explaining their particular job responsibilities. They are also proud of their contribution to the final products: high-quality jukeboxes, bill changers and acceptors.

Look for complete coverage of this special event in our January issue, with many photos along the assembly line and a nostalgic look into the past history of quality music machines—dating back to 1934.

■ The coin-operated amusement industry—and video games, specifically—will get an image boost from Hollywood on Dec. 15. That's the date set for the nationwide premiere of "The Wizard," a film starring Fred Savage of TV's "The Wonder Years." Produced by Pipeline Productions and released through Universal Studios, "The Wizard" is an inspirational story that follows a traumatized child's transformation into a confident teenage hero.

Twelve-year-old Jimmy is a withdrawn boy who is forever trying to run away from home with one possession: his lunch pail. The only one who truly understands him is his 13-year-old brother Corey, an outgoing, self-reliant youth. After Jimmy is placed in an institution, Corey becomes distraught and decides to free his brother. Together they flee to California, where they meet up with a companion, a 12-year-old girl named Haley.

As the trio travel along the road, they always stop in an arcade to play video games. Jimmy, it is revealed, is quite a "wizard" of a player. Haley decides that Jimmy must enter the National Video Championships in Los Angeles, which offers a grand prize of $50,000.

At the very end...no, we won't spoil it for you! Suffice it to say that the mystery of why Jimmy carries a lunch pail everywhere—and why he's been living in a shell—is solved by movie's end.

The good news for those of us in the industry is that "The Wizard" portrays video games as a positive force in children's lives, not a harmful activity for juvenile delinquents. "This movie will really boost the video arcade industry," said Craig Lazar of the firm Wallen Green Direct. They are handling the direct marketing and merchandising activities in conjunction with "The Wizard." Continued Lazar, "Fred Savage is extremely popular among kids. He will demonstrate that playing video games is a positive activity that builds self-esteem."

A "collectibles" program designed by Universal Studios, with assistance from Lazar's firm, will accompany the film. Wallen Green Direct plans to distribute a small catalog filled with "Wizard" merchandise, including T-shirts, lunch boxes, pins, stickers, baseball caps, arcade change cases (for the players' quarters), and a poster featuring Savage. Though plans haven't been finalized, it's likely that the brochures will be circulated throughout arcades and stores where home video games are sold.

■ Donald Wall of Amusement Inc. in Nashville, Tenn., was elected the new president of the Amusement Operators of Tennessee (AMOT) on Oct. 31. The special election was held in the wake of former president Phil Dollar's tragic death; he died in a plane crash on Oct. 18.

■ Play Meter extends its deepest sympathies to the family of George Kane Sr., 69, who passed away in Tampa, Florida, on Oct. 28. According to Kane's wife Marisa, the couple ventured into the coin-op business as a mere hobby in 1960. That was in Jacksonville, Fla., and over the years they and their son George Kane Jr. operated and distributed in Florida, Mississippi, and briefly in Louisiana. George Jr. continues to operate in Hattiesburg.

■ Operators in Los Angeles County have been rocked with a large increase in their game license fees, a move that got lost in the workings of government bureaucracy. David Jackson of Pachinko Palace, who's also president of the Amusement Association of California (AAC), says the fee was put through with a bunch of other business license fee increases in the county (barbershops, movie theaters, etc.). Therefore, operators weren't prepared for the Oct. 10 hike.

Under the new ordinance—which only applies to unincorporated areas within the county—operators must pay $251 for every game or jukebox for the first year and $169 per machine to renew. The previous renewal fee was $68 per game. Also, new game arcades pay $1,464 for the first year, renewing at $199.

"The law says that business licenses are supposed to be revenue-neutral, not revenue-generating," Jackson explained. "I don't think the commissioners who voted realized that operators might have four to six new games per location. I know it doesn't cost the county that much to license that one location; they cannot justify these charges. I believe they reviewed business fees in other counties and figured they could raise them $100 across the board. The problem is they didn't compare the license fees for *video games* in those counties."

In Alameda County, for example, operators pay a flat fee of $60 per amusement device. Clark County has a $50 fee for the first 25 machines, with a $2 charge for any subsequent ones. San Diego County levies a $30 fee per machine, plus $4 per employee.

AAC has retained David Hagen from the law firm of Merritt and Hagen; he'll serve as legal coordinator for the association's efforts.

"Even though it's already been enacted, we're setting up appointments with the individual commissioners to see if we can do something about it," Jackson said. "I'm not personally affected, because I don't operate in any unincorporated areas in Los Angeles County. But if I and other operators ignore it, something similar could pass that may hit us where we *do* operate. Besides, this is an ideal issue for an association to tackle."

■ California isn't the only state with license fee woes. Operators in the city of Baltimore, Md., were socked with a $150 increase in October; it went from $300 per machine to $450.

"The city council is always trying to scratch up some tax money, and again, they seem to think we're a nice, easy target," said T.P. Foley, president of the Maryland Amusement Operators Association (MAOA). "It was one of those midnight, hurry-up deals; we were caught off-guard. A number of Baltimore operators are screaming about it. They're having to auction off a lot of their games because they can't afford the fees. And in the long run, the city is going to end up losing money with less machines out there."

Foley added that MAOA is trying hard to have the fee increase rescinded, but he realizes that once a tax is enacted, doing so is a difficult task.

Said J.P. Schumacker of Fair Lanes Inc. in Baltimore, "This is quite a significant problem for the operator and the customer. It severely curtails our ability to purchase new equipment, so we in the Baltimore market are put at a disadvantage. It's like hitting us with a sin tax similar to cigarettes and alcohol. Why lump video games in with those two? If they want to enact controls on video games, do so. But don't try to get at us through big, unfair fee hikes."

■ Operators have until Dec. 29 to donate games to their local Ronald McDonald House, as that is the closing date for the AAMA/AMOA-sponsored program. The coin-op industry has brought joy to families of sick children during 1989, donating or pledging to donate equipment to over 75 houses nationwide. But there are still those seeking equipment who haven't been contacted by local operators. Those interested in this worthwhile project can call Jim Stansfield at (608) 782-7181.

■ A federal judge has issued a preliminary injunction to halt the misappropriation of Nintendo game products by Jackson, Miss.-based Larry and Charlie Game Sales and its principal, Larry Macaluso. The company had been accused by Nintendo of copyright and trademark infringement, based on their alteration and sale of Nintendo Entertainment System (NES) products as coin-operated video games. The judge deemed this to be in violation of Nintendo's exclusive copyright and trademark interests.

According to the complaint, Larry and Charlie Game Sales unlawfully modified NES console units for use as coin-op video games, then sold such systems under the trade name "Video Master II." The injunction bars the defendants from selling any NES hardware or software as a part of any coin-op video games. It also prohibits them from selling any video game under the "Video Master II" name.

"We are pleased with the outcome of this action," said Howard Lincoln, Nintendo's senior vice president. "We will continue discovery in this case to determine damages due Nintendo and to identify and halt the use of any of these illegal products that may have already reached the marketplace."

PLAY METER, December, 1989. Volume 15, No. 12. Copyright 1989 by Skybird Publishing Company. PLAY METER (ISSN 0162-1343) (UPS 358-350) is published once monthly on the 1st of the month. Publishing office: 6600 Fleur De Lis, New Orleans, LA 70124; MAILING ADDRESS P.O. Box 24970, New Orleans, LA 70184, U.S.A.; phone: 504/488-7003; FAX 504/488-7083. For Subscriptions: 504/488-7003. Subscription rates: U.S. and Canada—$50. Advertising rates are available on request. NO PART OF THE MAGAZINE MAY BE REPRODUCED WITHOUT EXPRESS PERMISSION. The editors are not responsible for unsolicited manuscripts. PLAY METER buys ALL RIGHTS, unless otherwise specified, to accepted manuscripts, cartoons, art work, and photographs. Second-class postage paid at New Orleans, LA 70113 and additional mailing offices. POSTMASTER Send Form 3579 to Play Meter, P.O. Box 24970, New Orleans, LA 70184.

THIS COULD BE THE KIT HIT OF THE YEAR! SHADOW DANCERtm marks the return of the powerful young Ninja warrior that made *SHINOBI*tm a smash hit, and is the high drama action game your customers love.

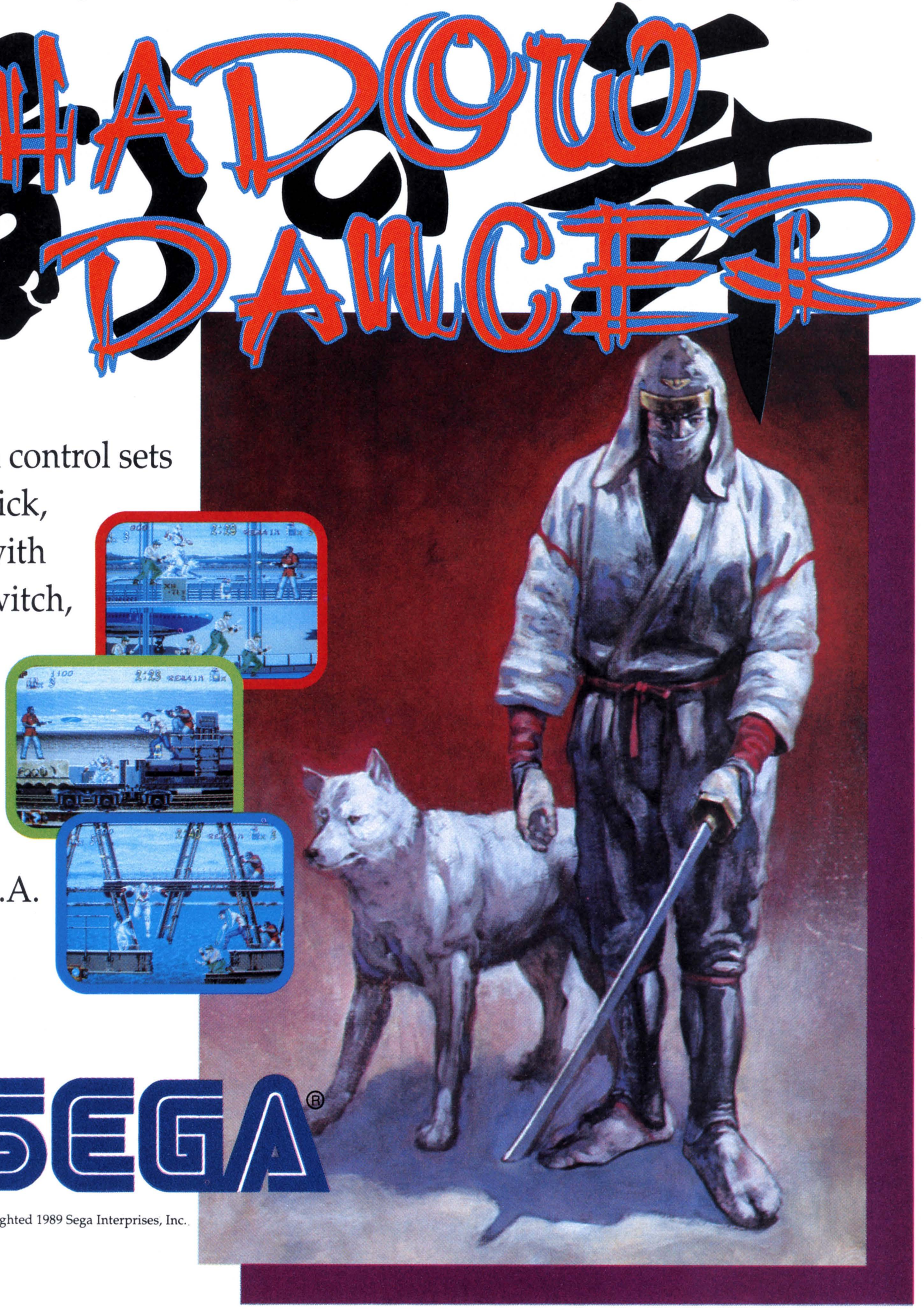
A young Ninja warrior and his attacking canine partner, match martial arts skills with a brutal band of highly trained terrorists. Their mission: Neutralize time bombs planted by the terrorists and destroy the syndicate that controls them. Fast–paced action moves across an urban landscape that includes airports, bridges, warehouses, sewers, and a space shuttle launching pad. Sega's brilliantly designed "video sets" add unequaled impact to game play.

The unique power of Sega's new computer architecture greatly enhances sound effects, graphics simulation, and player control. Using conventional buttons and joystick, players can control the action of both the Ninja warrior and his dog.

Game play progresses through four exciting rounds and 15 action–packed stages. The SHADOW DANCER kit comes complete with circuit board JAMMA wiring harness, full cabinet graphics, twin control sets with motion control joy stick, in–cabinet control panel with volume control, service switch, test switch, and high–resolution graphics.

For more information, call your authorized SEGA distributor.

Sega Enterprises, Inc., U.S.A.
2149 Paragon Drive,
P.O. Box 610550,
San Jose, CA
95161–0550.
(408) 435–0201.



SEGA®

Copyrighted 1989 Sega Interprises, Inc.

HAPP CONTROLS
WEAPON
PLAYER 1
DISCARD
HAPP CONTROLS
Manufacturer of Electronic Controls

- New improved "Ultimate" PUSHBUTTONS with Microswitch
- Illuminated Pushbuttons
- New, heavy-duty "SUPER" Joystick
- ID Tags with standard or custom imprints
- Pushbutton Wrench for easy installation
- Universal Pushbutton hole plug

Plus our standard and custom:

- Joystick Controls
- Coin/Currency Controls
- Power Controls
- Driving Controls
- Trackball Controls
- Pushbutton Controls

HAPP promises first quality, competitive-pricing with fast delivery.

CALL FOR FREE CATALOG

HAPP CONTROLS, inc.

Manufacturers of Electronic Controls

106 Garlisch • Elk Grove, IL 60007
Phone (708) 593-6130
FAX: (708) 593-6137 • TELEX: 297249 CONTROLS UR

PLAY METER
MAGAZINE

FOUNDER
Ralph C. Lally II

PUBLISHER
Carol P. Lally

EDITOR
Valerie Cognevich

MANAGING EDITOR
Bonnie Theard

NEWS EDITOR
Christopher Caire

ART DIRECTOR
Jane Z. Nisbet

PRODUCTION ASSISTANT
Mary Henderson

CONTRIBUTING WRITERS
Irving Blackman
Charles Ross
Frank Seninsky

TECHNICAL WRITERS
Randy Fromm
Mark Gavett

EUROPEAN CORRESPONDENT
David Snook

ADMINISTRATIVE ASSISTANT
Renée C. Pierson

DIRECTOR OF ADVERTISING
Ron Kogos

CLASSIFIED ADVERTISING
Carol Lea LeBell

CIRCULATION MANAGER
Renée C. Pierson

EDITORIAL OFFICES
6600 Fleur de Lis
New Orleans, LA 70124
(504) 488-7003
FAX: (504) 488-7083

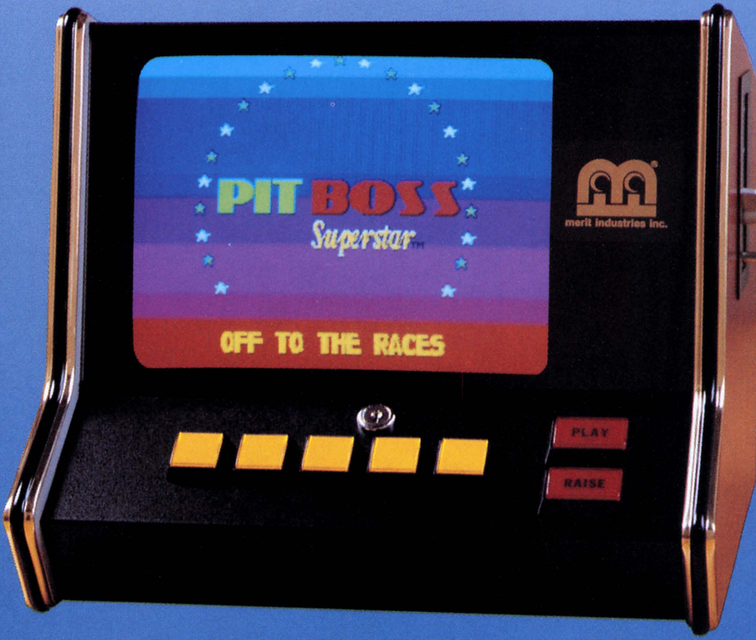
FROM THE ORIGINATORS OF FULL COLOR MULTI • GAME COUNTERTOPS

PIT BOSS™

Superstar

AN AMERICAN CLASSIC

SUPERIOR GRAPHICS



LA$TING PLAY APPEAL

THIS IS NO ORDINARY U.S. CASINO GAME —
IT'S **EXTRAORDINARY**!!!

15 GAMES

- BONUS BLACKJACK
- JOKER POKER
- ROLL THEM BONES
- SUPER 7-STUD
- OFF-TO-THE-RACES
- SUPER TRIVIA
  -6 VARIETIES -
- SEX TRIVIA
- TIC TAC TRIVIA
- SUPER PHRAZE CRAZE
- FOUR SCORE

ALL NEW

FUTURE EXPANSION CAPABILITY

SOFTWARE

- FULL BOOKKEEPING & DIAGNOSTICS
- 5-PLAYER "HIGH SCORES" FOR EACH GAME
- AUTOMATIC GAME ROTATION
- 12 SCREENS OF CUSTOM ADVERTISING, PLUS KEYBOARD

HARDWARE

- STEEL & WOOD CABINET
- SUPERIOR COIN MECH.
- SWIVEL BASE - 360°
- SECURITY HASP
- LARGE SECURE CASHBOX
- 9" OR 13" MODELS
- EXTENDED WARRANTY
- **KITS** TOO!

1-800-523-2760
(PA) 215-639-4700
(FAX) 215-639-5346

merit industries inc.
2525 STATE ROAD • BENSALEM, PA 19020

©1989

TABLE OF CONTENTS

Play Meter Magazine • Volume 15, No. 12 • December 1989

FEATURES

In the beginning

Modest at the start, but with a grand vision of the future, Play Meter first appeared on the scene in December 1974. Then, as now, the magazine has chronicled all the advances and industry achievements over the last 15 years. Travel down memory lane with us.

36

Coinman: Russ Mawdsley

"Coinman Revisited" would be an appropriate title for our second interview with industry veteran Mawdsley, who was our very first coinman interview in December 1974. Find out if his views of the industry have changed in 15 years and which issues he considers of utmost importance today.

78

"Critic" and "Crank" look back

Occupying the chair of a game reviewer can be hazardous to your health, as affirmed by both Roger "Critic's Corner" Sharpe and Frank "The Crank" Seninsky. Although the early days were fraught with tension, both men are now recognized for their intense devotion to the industry and its betterment.

84

DEPARTMENTS

News Bulletin 3
Equipment Poll 10
Publisher's Statement 12
From the Editor 14
Letters 16
Up Front 18
Cover Story 20
News 26
In Memoriam 70
Company Profile 95
State Show 98
Open Houses 105
Tournaments & Leagues 107
Game Preview 108
Reader's Page 110
State Update 113
Feature 114
Tax Tips 124
Top Twenty 126
News Feature 127
Technical Topics 128
Merchandise Market 138
What's New 140
Classified 149

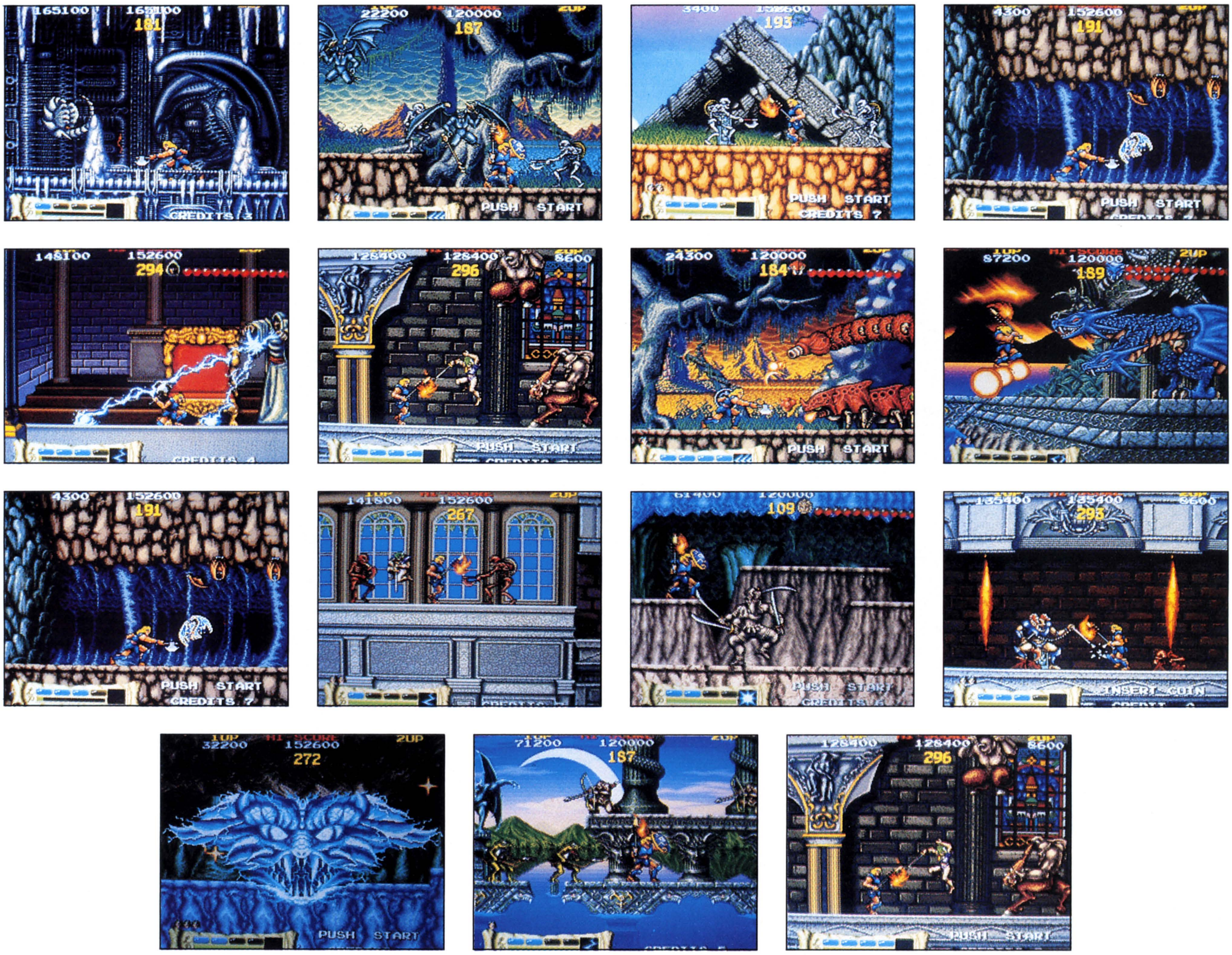
COVER

We pondered over what memorable event we could use to grace our cover on this special issue. We soon realized that the last 15 years has seen too many unforgettable occasions to choose but one. In the end we voted for simplicity, yet elegance, to mark our 15th anniversary as the industry's premier trade publication. A toast to the next 15 years!

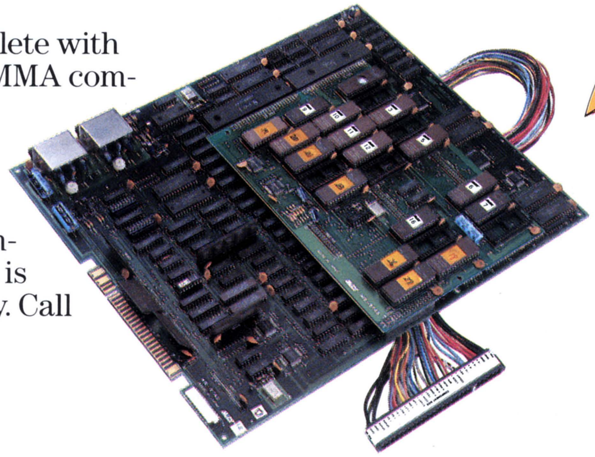
JALECO

ASTYANAX™

A hit of a kit!



Jaleco's Astyanax kit comes complete with circuit board, wiring harness (JAMMA compatible), marquee, dazzling four-color cabinet graphics, joy sticks and buttons and a simultaneous buy-in feature for 1 or 2 players. Easy to install, the Astyanax kit includes an instruction booklet that is easy to follow. Order your kit today. Call Jaleco now. **(708) 647-7077.**



Jaleco™ and Astyanax™ are trademarks of Jaleco USA Inc.
© 1989 Jaleco USA Inc.

ASTYANAX™
A hit of a kit!

JALECO™

Jaleco USA Inc.
5617 W. Howard Street
Niles, Illinois 60648

EQUIPMENT POLL

Buying the right game is a "make-or-break" proposition for the operator, who must have both monthly and ongoing analyses of game performance. This chart is designed to give the operator information he needs to guide his purchases. The "longevity indicator" will tell him how long the game has remained high on the chart. The number of months on the Top 10 is important, as is the total number of months on the chart. Future months will include how long the game was in coin-op before being released for the home market. Look to the chart each month for additional polling information.

VIDEO & PINBALL COMBINED

GAME	MFG.	POINT VALUE	MONTHS ON CHART	MONTHS IN TOP 10	LONGEVITY POINTS
1. Hard Drivin'	Atari	9.22	8	8	391
2. Earthshaker	Williams	8.97	8	8	384
3. Elvira/Party Monsters	Bally	8.85	1	1	48
4. Super Off Road	Leland	8.83	8	8	384
5. WWF Super Stars	American Technos	8.80	5	4	194
6. Police Force	Williams	8.62	2	2	91
7. Golden Axe	Sega	8.32	5	5	234
8. Oper. Thunderbolt	Taito	8.30	8	8	342
9. Crime Fighters	Konami	8.29	5	5	218
10. Monday Night Football	Data East	8.27	2	2	75
11. Cyclone	Williams	7.94	8	8	329
12. Arch Rivals	Bally	7.83	5	5	211
13. All American Quarterback	Leland	7.75	1	1	38
14. Taxi	Williams	7.63	8	8	303
15. Ninja Gaiden	Tecmo	7.54	8	8	266
16. Jokerz!	Williams	7.50	8	8	315
17. Out Run	Sega	7.48	8	6	295
18. NARC	Williams	7.48	6	4	179
19. Operation Wolf	Taito	7.44	7	4	206
20. Turbo Out Run	Sega	7.44	8	7	306
21. Super Sprint	Atari	7.41	8	3	197
22. Chase H.Q.	Taito	7.39	8	7	279
23. Cabal	Fabtek	7.30	8	8	207
24. Black Knight 2000	Williams	7.23	5	5	167
25. Shinobi	Sega	7.21	8	8	176
26. Pinbot	Williams	7.19	8	8	206
27. Sly Spy	Data East	7.13	4	4	70
28. High Speed	Williams	7.03	7	7	200
29. Superman	Taito	7.00	7	7	184
30. Double Dragon	Taito	6.92	7	3	178
31. Capcom Bowling	Capcom	6.90	8	7	110
32. Super Mario 3	Nintendo	6.89	4	4	72
33. Willow	Capcom	6.86	1	1	18
34. Playboy	Data East	6.83	3	3	70
35. Dynamite Duke	Fabtek	6.83	3	3	32
36. AfterBurner	Sega	6.81	7	2	131
37. Bone Busters	Premier	6.77	1	1	14
38. Swords of Fury	Williams	6.74	2	2	14
39. RoadBlasters	Atari	6.71	7	7	125
40. Big Event Golf	Taito	6.71	1	1	11
41. Cyberball 2027	Atari	6.70	2	1	81
42. Nastar Warrior	Taito	6.67	2	2	15
43. U.S. Classic	Taito	6.67	2	2	10
44. E.S.W.A.T.	Sega	6.67	2	2	29
45. Team Quarterback	Leland	6.61	8	2	169
46. Super Monaco GP	Sega	6.61	2	1	44
47. 720 Degrees	Atari	6.58	7	0	89
48. Bottom of the 9th	Konami	6.57	8	7	226
49. Championship Sprint	Atari	6.56	4	5	33
50. Escape/Planet of Robot Monsters	Atari	6.54	1	1	1

EQUIPMENT POLL

VIDEO KITS

Game	MFG.	POINT VALUE
1. WWF Superstars	Am. Technos	8.80
2. Golden Axe	Sega	8.32
3. Crime Fighters	Konami	8.29
4. Arch Rivals	Bally	7.83
5. Ninja Gaiden	Tecmo	7.54
6. Turbo Out Run	Sega	7.44
7. Cabal	Fabtek	7.30
8. Shinobi	Sega	7.21
9. Sly Spy	Data East	7.13
10. Superman	Taito	7.00
11. Capcom Bowling	Capcom	6.90
12. Super Mario 3	Nintendo	6.89
13. Willow	Capcom	6.86
14. Dynamite Duke	Fabtek	6.83
15. RoadBlasters	Atari	6.71
16. Big Event Golf	Taito	6.71
17. U.S. Classic	Taito	6.67
18. Nastar Warrior	Taito	6.67
19. E.S.W.A.T.	Sega	6.67
20. Bottom of the 9th	Konami	6.57
21. Championship Sprint	Atari	6.56
22. Escape From Planet...	Atari	6.54
23. Gang Wars	SNK	6.47
24. Tetris	Atari	6.39
25. Bad Dudes	Data East	6.33

VIDEO DEDICATED

1. Hard Drivin'	Atari	9.22
2. Super Off Road	Leland	8.83
3. Operation Thunderbolt	Taito	8.30
4. All American Quarterback	Leland	7.75
5. Out Run	Sega	7.48
6. NARC	Williams	7.48
7. Operation Wolf	Taito	7.44
8. Super Sprint	Atari	7.41
9. Chase H.Q.	Taito	7.39
10. Double Dragon	Taito	6.92

PINBALLS

1. Earthshaker	Williams	8.97
2. Elvira/Party Monsters	Bally	8.85
3. Police Force	Williams	8.62
4. Monday Night Football	Data East	8.27
5. Cyclone	Williams	7.94
6. Taxi	Williams	7.63
7. Jokerz!	Williams	7.50
8. Black Knight 2000	Williams	7.23
9. Pinbot	Williams	7.19
10. High Speed	Williams	7.03
11. Playboy	Data East	6.83
12. Bone Busters	Premier	6.77
13. Swords of Fury	Williams	6.74
14. Banzai Run	Williams	6.23
15. Time Machine	Data East	5.90

In this space in the last issue there was a statement concerning a kit versus its dedicated game that we think may have caused some misunderstanding with our readers. We stated that "in the case of Turbo Out Run dedicated will greatly outearn an upright kit." We used the game simply as an example but as time has proven, and as indicated in our charts, Turbo Out Run kit does not necessarily earn less than Turbo Out Run dedicated. We did not mean to imply that dedicated games always outearn kits, as the statement may have indicated.

PUBLISHER'S MESSAGE

Thanks for your support

On this, the 15th anniversary of Play Meter magazine, I would like to take the opportunity to thank our many loyal subscribers. After all, without you—the reader—there would simply be no Play Meter magazine.

Our last 15 years have been much like that of the coin-op industry itself: topsy-turvy, filled with peaks and valleys. We burst on to the scene in 1974, eager to fill a void that had previously existed, i.e., a publication geared toward the operator to help him survive in this rewarding but highly competitive business. And, thankfully, you were receptive to what we were trying to do, making Play Meter the industry periodical by which others would later be judged.

I'll admit, there was a period about five years ago when things appeared pretty bleak for the magazine. Many, I'm sure, didn't expect us to survive. However, through dedication and hard work, we not only survived but prospered to the point where today, we can again claim our spot at the top.

As the years have passed, Play Meter has kept its focus on the needs of the operator. One way has been through the spring trade show, ACME (formerly AOE), which the magazine co-sponsors. Throughout, of course, we've kept abreast of the industry's other two vital components: the manufacturer and the distributor. We realize that when something affects one segment of the industry, the repercussions can usually be felt throughout. For the industry as a whole to remain healthy and vibrant, those who comprise the three "layers" must each be well. Play Meter is committed to doing our part to ensure this continued prosperity.

In closing, let me again thank all of you—and there are indeed many—who have supported Play Meter during the past 15 years. We don't know what the future holds for our industry, but whatever it is, Play Meter will be there to report it. ☐

Carol P. Lally

Carol Lally
Publisher

Nintendo would like to congratulate

Play Meter Magazine

on their 15 years of success and excellence
as one of the leading publishers dedicated
to the coin-op industry.

Nintendo®

P. O. Box 957, Redmond, WA 98052
(206) 828-2040

I LOVE YOU
Peace
Happy Holidays
Merry Christmas
MERRY CHRISTMAS
Christmas

CHRISTMAS PLUSH PAKS™

LARAMIE INTERESTS

Trust Your Plush to Us!

11300 S. Post Oak, Suite 205 • Houston, TX 77035

TEXAS: 1-800-237-5874

U.S.: 1-800-521-8697

FROM THE EDITOR

As I see it 15 years later

We've done quite a few stories on companies celebrating their anniversaries in the industry. Now it's our turn. We are very proud of the fact that Play Meter has been serving the coin-operated entertainment industry for a decade and a half. The industry has seen the advent of modern technology advancing us into the space age. Yet, even with all the changes, some things just never change.

Oh, the equipment may be different. Computers may have taken over manual records. But the industry still is struggling—as it has been since way before Play Meter began writing about it—to provide entertainment for a coin. Operators have seen equipment prices rise, labor costs increase, and overhead costs expand. However, they are absorbing all these extra costs without raising the cost of playing games. The price per play traditionally has been a quarter for many years, and any deviation from that is met with staunch resistance.

When the Susan B. Anthony dollar coin was introduced, the coin-op industry was elated to think that there would be an opportunity to raise pricing. It didn't work. The Susan B. Anthony dollars that operators were hoping to collect went instead into government warehouses.

Ironically, the industry is once again trying to generate support for another dollar coin, this time with changes learned from the mistakes of the past.

Jukeboxes seemed headed for extinction until technology and public awareness gave jukeboxes the boost they needed. But, again, just when things seem to be going right, the government has other plans. When the $8 license fee was imposed, many operators felt the squeeze. They decided operating jukeboxes wasn't worth it in any but the most lucrative locations. As CDs bring a new life to jukebox operation, operators are again fighting for their lives. The performing rights societies are fighting to raise the fee from its present way-too-high $63 per year.

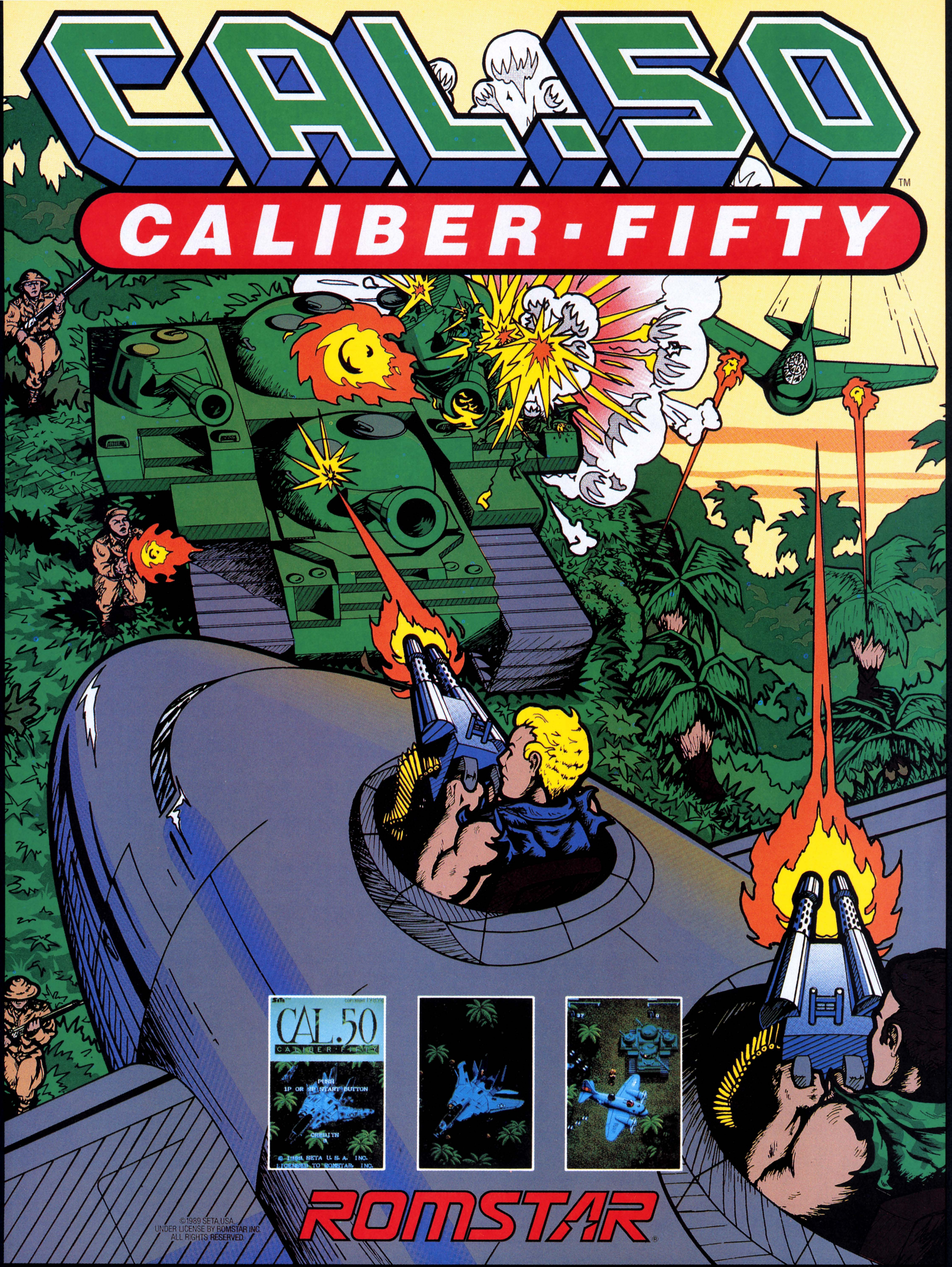
I have been at Play Meter for 13 years now and have seen firsthand many, many changes. All segments of the industry have developed a higher sophistication, a professionalism lacking in the very early days. Image has always been a burden to bear for coin-operated entertainment, but the two associations are working on projects to show to the public that this industry is reputable.

It seems such a short time ago that I began developing my devotion to this industry. I've said many times in speeches that once this industry gets in your blood, it's impossible to leave it. I know I'm not the only one who feels that way.

I'd like to take this opportunity to say a special thanks to a man that really showed me what the industry is all about. Mel Harp of Jack's Amusements in Lubbock, Texas, is retiring from the industry, but he will always be special to me and all those that know him. When my daughter was in the hospital in Lubbock, a strange town we were unfamiliar with, we felt quite alone. Nintendo's Art Gallagher told Mel about our tragedy, and though Mel and I had been just casual acquaintances at trade shows, he and his wife Mildred sat with us for many hours at the hospital and took us out to eat on a number of occasions. When we rented an apartment there, they brought us everything we needed without a word. When we would protest that he was doing too much, he would just say that the industry is a family that sticks together. Thanks Mel and Mildred for everything. Enjoy your retirement. ☐

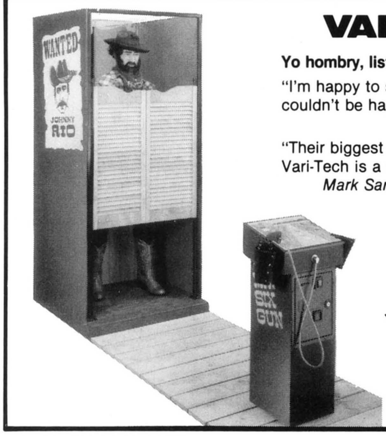
Valerie Cognevich

Valerie Cognevich
Editor


CAL.50™
CALIBER · FIFTY
CAL.50
CALIBER · FIFTY
PUSH
1P OR 2P START BUTTON
CREDITS
© 1989 SETA U.S.A. INC.
LICENSED TO ROMSTAR, INC.
ROMSTAR®
©1989 SETA USA
UNDER LICENSE BY ROMSTAR INC.
ALL RIGHTS RESERVED.

A HIGH-POWERED VERTICAL KIT!

ROMSTAR, INC. 22857 LOCKNESS AVENUE, TORRANCE, CALIFORNIA 90501 • (213) 539-2744 • (213) 539-3626



VARI-TECH COMPANY

Yo hombry, listen to what the industry is saying about Vari-Tech:

"I'm happy to say that Vari-Tech has out performed our expectations. We couldn't be happier with the equipment purchased from Vari-Tech."
Doug Deel, Pier 39 San Francisco, California

"Their biggest asset is the professionalism of their management team. Vari-Tech is a company we can trust."
Mark Sandlin, Six Flags Astroworld Houston, Texas

"Vari-Tech Company provides excellent service and the people have been great to work with. The Mr. Six Gun has been very successful.
Dave Cottrell, Brady Distributing, Chattanooga, Tennessee

Call Now For Information

VARI-TECH CO.
PRODUCTS DIVISION
4520 Spartan Industrial Dr., S.W.
P.O. Box 739 • Grandville, Michigan 49468
(616) 538-4088 • (800) 245-2737

DESIGN PLUS INDUSTRIES

manufacturer of . . .

4 Play Quik Shot

Basketball

Congratulations Play Meter Magazine on their 15th Anniversary!

Cheers!

LETTERS

We've got you covered!

Just a quick note to thank you and your staff for doing such a nice job on Taito's behalf in your October issue.

It's always exciting to see your company represented on the cover of a major industry magazine, and Valerie's inside story of our daily workings and philosophy gave everyone here a boost.

Thank you for your efforts and helpfulness on our behalf, and thank you for your generosity in giving us one of your much- sought-after covers.

Nancy L. Goodwin
Advertising Manager
Taito America Corp.

TMNT races for coin-op dollars

When someone told me there was a game in Chicago on test that was taking in fabulous amounts of money, and I found out the name of the game was *Teenage Mutant Ninja Turtles*, I had to laugh. How could anyone come up with such a name for a game? There have been some ridiculous names of games in the past, but this was carrying things too far!

But then, a few days later, my face was red when I found out that *Teenage Mutant Ninja Turtles* was probably the most popular cartoon feature on television. Not only had *TMNT* been made in several versions of kids' games, it also had been made as one of the Nintendo *Play Choice* System feature cartridges. I was further embarrassed when I found out that *TMNT* was fast growing into a cult among kids and that all kinds of by-products were being put on the market to take advantage of the growing popularity.

Now Konami has a coin-op dedicated game that has inspired grand collections on test locations everywhere. So those of you who, like me, had never heard of *TMNT* until a short time ago will certainly know about them in the future.

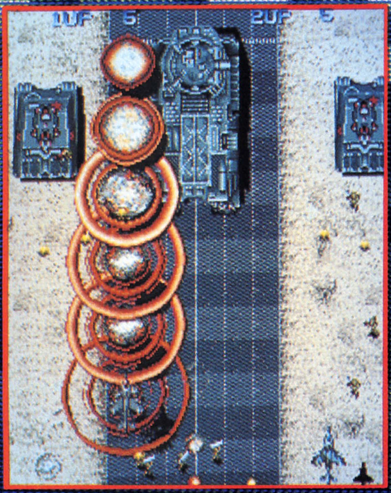
Move over Superman, Captain Marvel, Indiana Jones, Batman, and other cult and folk heroes. The Turtles may be slow. But as everyone remembers from the story of "The Tortoise and the Hare," it looks like the Turtles will win the race as usual and take over. At least for the present. ☐

Louis Boasberg
New Orleans Novelty

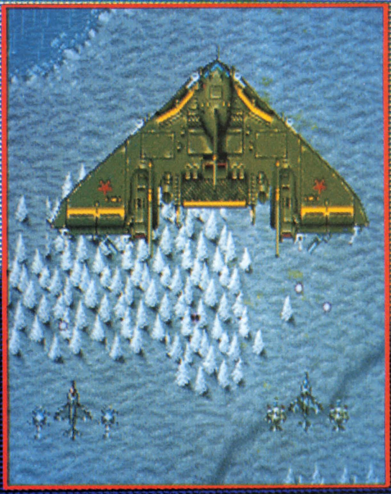
TASK FORCE
HARRIER

Take to the skies in the next generation of aerial combat games!

Command up to 7 exciting new attack weapons!!!



- **Vertical Kit**
- **2 Player Interactive**
- **Continuation and Buy-In-Feature**
- **Player Controls: 8 Way Joystick, 2 Buttons**



American Sammy Corporation

2421 205th Street, Suite D-104, Torrance, California 90501
Phone: (213) 320-7167

UP FRONT

Magazine and videos travel similar paths

The history of our magazine has closely paralleled that of the video portion of the coin-op entertainment industry. First it was a struggle to survive as a newcomer in an established world. Then success and the boom years when we all thought we were invincible. Overconfident and spoiled, it was difficult to accept the downturn in business.

Gone were the gold nugget pinky rings so prominent in the early '80s. Companies closed, operators folded, distributors absorbed routes, and once-flourishing careers came to an abrupt halt. The video business was so stagnant it attracted breeding mosquitoes. Everyone looked for someone or something on which to blame this unexpected turn of events. It was time for a "come to Jesus meeting" with reality.

On top of it all, Play Meter lost its founder and publisher on the heels of a dispute with the manufacturing arm of the industry. The magazine reflected the slump and the effects of several things gone wrong at once. We were down, as evidenced by our shrinking pages, but never out.

Rebuilding takes time; years to be exact. We have weathered the storms and kept sailing ahead with perseverance. We've regrouped, reorganized, redoubled our efforts, and regained our place as a vital news source for the industry.

All is not perfect now in the video world, although it has survived the worst of times just as we have. Street operators fear being outshined by arcades and possibly going out of business because of stiff competition and expensive product. There is fear that only arcades will remain in the future world. The small, independent businessman and the medium-sized distributor wonder if their days are numbered.

Home games come out at a dizzying pace and keep players glued to their in-house control decks. Home games aren't going away, not with the software support they now receive. Manufacturers just can't say no to the guaranteed dollars and number of units that can be marketed to the home. Nor could we. Promises of more lead time are a definite help, but the attraction of home games still exists. It has to be added into the final equation of operating videos.

In the minds of some, the search is on for the one or two outstanding games that will make it big for them again. The really forward-looking coin-op businessman looks further into the future, past band-aid approaches of the temporary "hit" game.

Our salvation has come from hard work and a positive outlook. We've been supported by our many loyal subscribers and a list of advertisers who've seen results that made them believers in us again. Our technical columns, informative features, and new equipment poll have put us back on the map.

The last 15 years have been filled with hills and valleys, just like any business. We would love to guarantee good times ahead, but we can't. We *can* promise that we will be there to record advancing technology, follow industry trade events, provide product details, reveal the successes and failures as they occur, and air your problems in our readers' page, guest commentary, and letters column.

Thank you for hanging in there with us. We'll hang in there with you. ☐

Bonnie Theard

Bonnie Theard
Managing Editor

ROSETTE INC.

THE *Best* IN

STUFFED TOYS

01631 8″ HOLLYWOOD PUP - 3 DOZ. PACK

01781 8″ SITTING TIGER - 3 DOZ. PACK
01766 8″ SITTING LION - 3 DOZ. PACK

THE **BEST** IN **QUALITY**

01401 8″ DANDY DUCK - 3 DOZ. PACK

THE **BEST** IN **DESIGN**

01951 8″ DUCKY PUP - 3 DOZ. PACK

06791 8″ PUPPY BRIGHT - 3 DOZ. PACK

CALL FOR FREE CATALOG

29 BALA AVE., BALA CYNWYD, PA. 19004 (PHILA.)
215/668-8392 • **800/426-6665**

Getting to know us

Happily looking forward to another 15 years of chronicling coin-op industry events are, (l-r): publisher Carol Lally, director of advertising Ron Kogos, and administrative assistant Renee Pierson.

In its 15 years in business, Play Meter magazine has become the leading trade publication for the coin-op entertainment industry. The magazine keeps a close watch on the industry and has maintained a reputation for reporting fairly and accurately. As with many companies, Play Meter credits its success on the dedication of its employees.

We'd like our readers to get to know us a little better.

Carol Lally took over the ownership of Play Meter when her husband and Play Meter's founder, Ralph Lally, was killed in a tragic automobile accident five years ago. She was by Ralph's side when he started the magazine and has carried on the tradition and principles Ralph set down 15 years ago. Before Ralph's death, Carol was busy raising two daughters, Leslie and Carol Ann, who are 13 and 19, respectively. Carol Ann is working closely with her mother in the business and Leslie is anxiously waiting in the wings.

Carol said, ''Play Meter was Ralph's dream. He loved the industry and I feel he would be as proud of the magazine today as he was when it started. I have heard it many times before, but it is so true in our case: we have a team effort working together to give our readers the best magazine for the coin-op industry.''

''To be a success in this business you have to be intelligent, informed and, above all, decisive. If you sit back and wait to verify which games will be hits or what trends are forming, you are too late''

Valerie Cognevich joined the magazine 13 years ago when Play Meter was still in its infancy. She describes her first position as ''just there to do anything that had to be done, including cutting the lawn!'' She held various positions—from circulation to bookkeeping—before being promoted to editor. ''Being in all phases of the magazine has helped me understand where everyone else is coming from and what they need to get the job done. I am one of those industry veterans that swear I would never want to do anything else. It is definitely in my blood!''

Valerie and her husband Russell, an engineer, have three children: Becki, 19; Mindy, 14; and Nick, 10. Her oldest daughter, Kim, was killed six months ago in an automobile accident. ''This industry really came to my rescue and support during a very tragic time. It made me realize how many friends I have,'' she added.

The editorial department, (l-r): editor Valerie Cognevich, managing editor Bonnie Theard, and news editor Chris Caire.

''I am one of those industry veterans that swear I would never want to do anything else. It is definitely in my blood.''

Bonnie Theard, managing editor, came on board four years ago. In that time she has developed a keen sense of what the industry is all about. When she first started working it was to be a temporary position lasting about a month. Valerie says, ''Bonnie came in at a very busy time. I didn't have much time to explain things, but she dove right in. I was amazed when she not only got the work done but came up with suggestions as well. Needless to say, after seeing her ability, we weren't about to let her go. I've always said that you can hire someone with all the qualifications but you can't make them care. Fortunately, Bonnie does care.''

Bonnie says, ''Next to my family, amusement games have become my favorite subject. I can warm up to a discussion about equipment quite easily, although it's difficult to convey the fun and excitement of the coin-op industry to someone else in 25 words or less. Quite simply, I enjoy the heck out of this business. For someone not previously interested in games, that's a mouthful. Being surrounded by co-workers with a highly-developed sense of humor helps immensely.''

Her husband Harold is an attorney.

Carol Lea LeBell (seated) handles classified advertising and special projects. She and Carol Lally review progress on the annual Directory, slated for release in mid-January.

Art director Jane Nisbet (l) and production assistant Mary Henderson are literally "back to the drawing board."

They have two boys: Brad, 12; and Greg, 7.

Chris Caire joined the staff a year and a half ago as news editor. A New Orleans native, he relocated from a small town in Louisiana where he was working for a local newspaper. Chris brings to the magazine a young, single guy's outlook, and many of his editorials focus on the humorous aspects of the coin-op industry. "I was fortunate to land this job at Play Meter," he says. "Not only do I get to write for a living, but the nature of coin-op is such that things rarely get dull. It beats the hell out of newspaper stories on collapsed bridges and pigs getting loose."

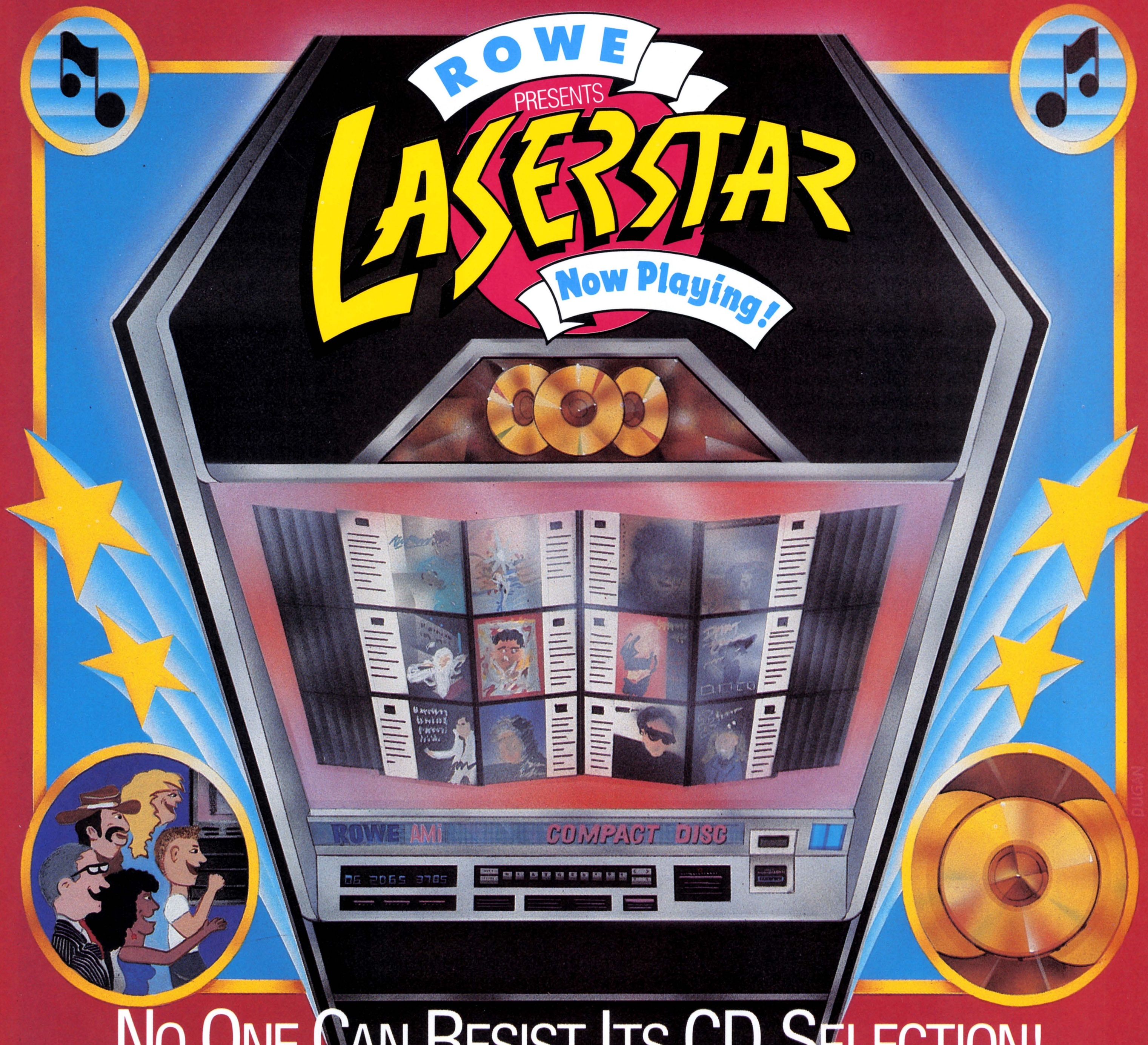
Renee Pierson's husband David was Play Meter's editor and advertising manager for eight years. Renee joined Play Meter nearly 10 years ago. She is the circulation manager and administrative assistant. However, we refer to her as the one that really keeps the office going! Renee says, "The only calls I get are from someone with a problem. Now that we are on computer, I'm glad to say those calls are few and far between." Her husband left Play Meter three years ago and has written a screenplay for a movie to be filmed in February. He also publishes his own magazine, Child Care Review. They have two children: Antigone, 13; and Dante, 8.

Carol LeBell handles Play Meter's classified ads and special projects such as the annual directory. She is a friend of Renee's, and when a position opened up, Renee asked her if she would be interested. She began working part time in 1987, but it wasn't long before we realized we needed her full time. Carol and her husband Buddy have six children: Charles, 23; Aaron, 18; Steve, 16; Anne-Jeanette, 13; Philip, 11; and Julie, 7. Carol says, "My boys keep me informed as to what's hot and what's not from all areas of New Orleans—from street locations, college campuses, and the French Quarter."

Ron Kogos is our director of advertis-

"We have a team effort working together to give our readers the best magazine for the coin-op industry."

Carol Lally confers with Sal Todaro, Play Meter's financial advisor, who closely watches the company's bottom line.



NO ONE CAN RESIST ITS CD SELECTION!

HEAR the astounding sound of laser technology!
SEE the LaserStar jukebox get played again and again by delighted customers!
FEEL the excitement as crowds come back for more!

PG	PLAYS GREAT! RECOMMENDED FOR LOCATIONS WHO LOVE THEIR CUSTOMERS!

JUKE BOX 100th ANNIVERSARY

"ROWE MUSIC CONGRATULATES PLAY METER ON IT'S 15th ANNIVERSARY"

Reprints available through your Rowe/AMI distributor.
Available through your local music and games operator.
Rowe International, Inc., Whippany, NJ 07981.

ROWE®
QUALITY LEADERSHIP INTO THE 21ST CENTURY.

If you want to

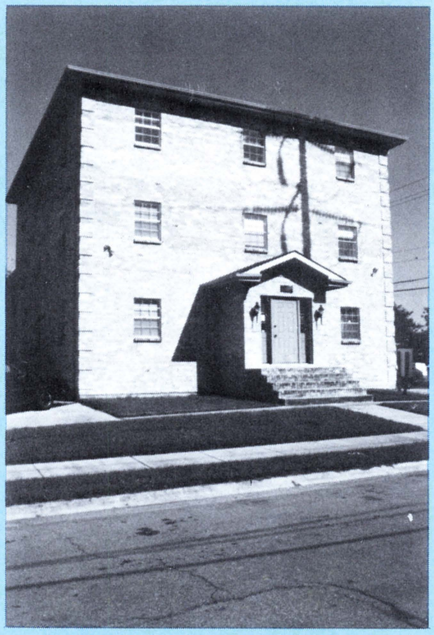
EXPAND

your business,

this is the place to start.

PLAY METER (504) 488-7003

Display ads: Ron Kogos
Classified ads: Carol Lea LeBell



Home for the close-knit staff is this three-story building near Lake Pontchartrain in New Orleans. Fortunately (or unfortunately) a number of restaurants featuring the famed Creole cuisine are located nearby.

ing. He came to Play Meter with an extensive career in local and national newspaper advertising sales. He found out that he has to keep on his toes in this volatile industry. ''This industry, like most, has its fair share of turkeys, but it also has a great number of eagles to soar with. To be a success in this business you have to be intelligent, informed and, above all, decisive. If you sit back and wait to verify which games will be hits or what trends are forming, you are too late. By that time, it's already on the back side of the earnings curve.''

Ron and his wife Kathy, a high school instructor, have two daughters: Karyn, 12; and Katie, 4.

Jane Nisbet has been Play Meter's art director just over a year. She has brought unique, creative layouts to update Play Meter's look. She is also a fanatic on deadlines, keeping everyone else conscious of when things must be done. Valerie says, ''I look at the tremendous work Jane does, and I realize what an asset she has been to the magazine.'' Jane's husband Allen is a member of the New Orleans Symphony and teaches at Loyola University.

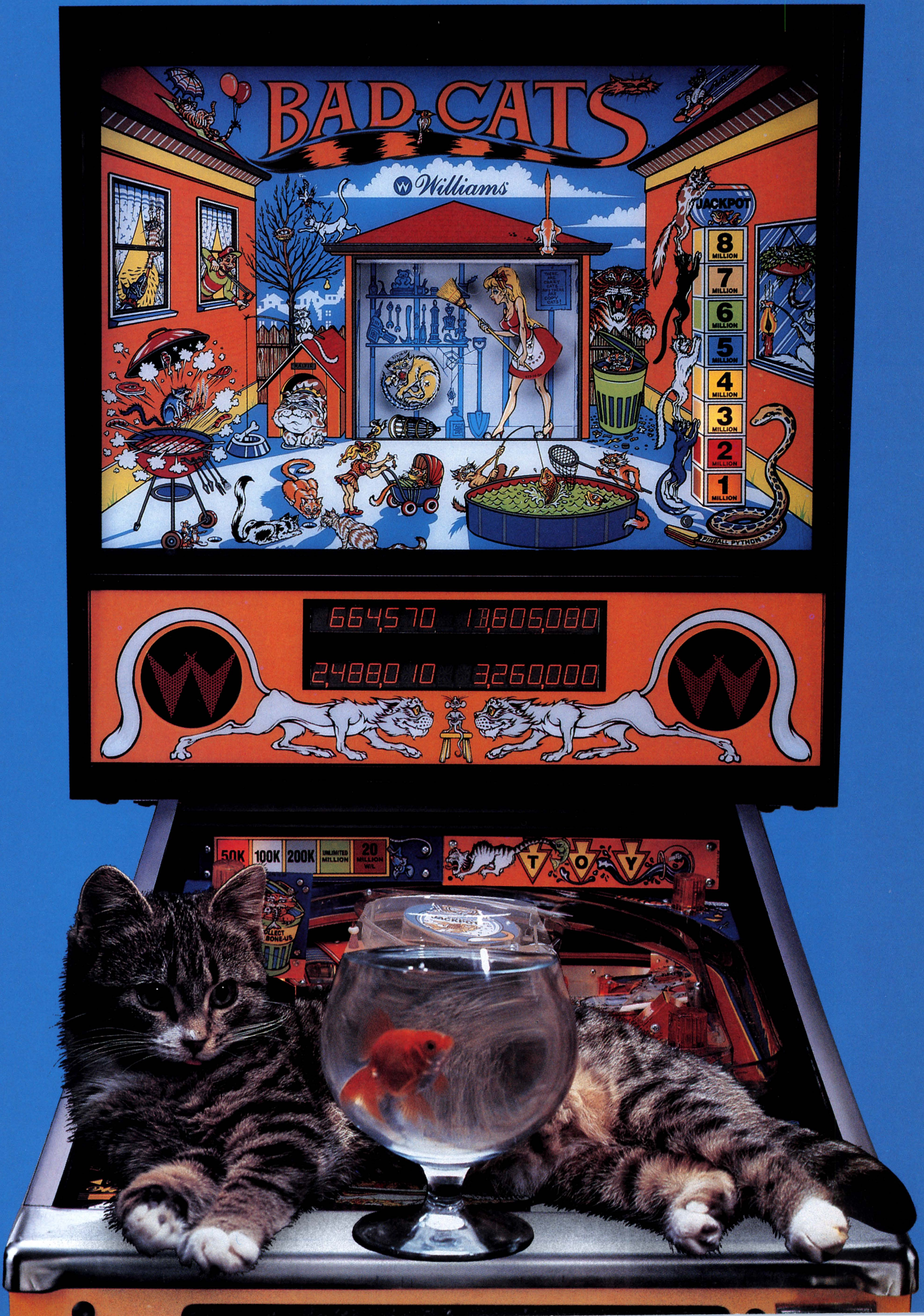
The newest member of the Play Meter team is Mary Henderson. Mary was working for a printing company, doing the typesetting for Play Meter. When Jane realized she needed some help in production, Mary was her first choice. Jane said of her assistant, ''In the 14 months I have been with Play Meter, the magazine has really grown. Mary has been a godsend.'' Mary's husband Bud owns a pizza restaurant in town and they have one son, Daniel, 3.

''Not only do I get to write for a living, but the nature of coin-op is such that things rarely get dull.''

We can't forget Play Meter's financial advisor, Sal Todaro. Sal met Ralph and Carol in Connecticut during a Knights of Columbus golf tournament. They became friends and Sal was soon Play Meter's CPA. ''We shudder when he walks through the door,'' joke those who work directly with him. ''Any firm knows that the CPA takes business very seriously.'' ☐

Williams®

PINBALL PURR-FECTION


BAD CATS
Williams
JACKPOT
8 MILLION
7 MILLION
6 MILLION
5 MILLION
4 MILLION
3 MILLION
2 MILLION
1 MILLION
PINBALL PYTHON
664,570
13,806,080
2,488,010
3,260,000
50K
100K
200K
UNLIMITED MILLION
20 MILLION
T
O
Y
COLLECT BONEUS
JACKPOT

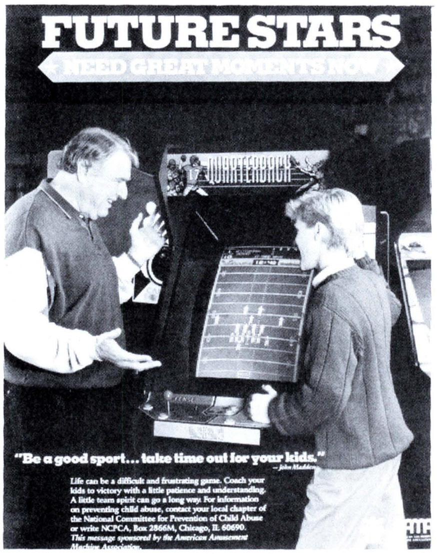
AAMA unveils second poster for NCPCA

The American Amusement Machine Association (AAMA) has released the second in a series of public awareness posters produced on behalf of the National Committee for the Prevention of Child Abuse (NCPCA). The poster, which features sportscaster and ex-football coach John Madden, carries his message to parents to be good sports and take time out for their kids.

The poster is being distributed by the NCPCA and AAMA to youth organizations and child advocacy groups throughout the United States. The first one featured New York Yankee first baseman Don Mattingly and his family. The aim of the poster campaign is to raise public awareness and promote the role of the family in preventing child abuse.

''John and Virginia's children, Mike and Joe, have always played a big part in their lives,'' said Sandy Montag of the International Management Group, which represents Madden. ''Therefore, John is delighted to participate in this worthwhile cause with the NCPCA.''

Said AAMA president Gil Pollock, ''Children are our business. For this industry, there is no better use of our energy than to help America's kids. Our purpose with this project is to help the NCPCA reach their goal—to effectively reduce the incidence of child abuse.'' Bob Fay, AAMA's executive vice president, added, ''A message from someone like John Madden or Don Mattingly will have a lasting impression. It's not just because they are role models; they're also nice people who are genuinely concerned about the issue. I think people respond to that.''



Life can be a difficult and frustrating game. Coach your kids to victory with a little patience and understanding. A little team spirit can go a long way. For information on preventing child abuse, contact your local chapter of the National Committee for Prevention of Child Abuse or write NCPCA, Box 2866M, Chicago, IL 60690.
This message sponsored by the American Amusement Machine Association.

The second AAMA-sponsored poster features John Madden and a message about preventing child abuse.

For additonal information on preventing child abuse, or to request copies of the poster, contact your local chapter of the NCPCA or write to the headquarters at Box 2866M, Chicago, IL 60690.

In other AAMA news, the association's board of directors announced that AAMA members will continue to program an anti-drug message into the attract mode of all games currently being manufactured in the United States. The warning bears the FBI seal with FBI director William Sessions' name and the statement ''Winners Don't Use Drugs.'' The message appears when a player powers up the game and repeats when the game is at rest.

Frank Ballouz, who was AAMA president when the program was first implemented, said, ''The original idea was that the message eventually would be on three-quarters of the games a child came into contact with in an amusement center. With all AAMA members continuing to participate, that goal will probably be reached within another year.''

WAMO director pens guide for associations

Joe Phillips, executive director for the Wisconsin Amusement and Music Operators (WAMO), has written an insightful publication for the coin-op industry called ''A Guide to Successful State Associations.'' The 60-page booklet was commissioned by the AMOA Committee on State Associations.

Phillips says the guide is designed ''especially for officers, directors, committee members, member activists, and professional staff persons serving the coin-op amusement industry through a state association.'' The 10 chapters cover such topics as basic organization, fiscal affairs, membership recruitment, conventions/seminars, and legislative advocacy. The concluding addenda deals with bylaws, parliamentary procedure, newsletter ideas, advertising hints, and member directory ideas.

Phillips owns and operates a multi-management firm in Wisconsin that includes WAMO among its client associations. He has served as staff director in the Wisconsin Legislature and is a 15-year registered lobbyist. In 1984, he wrote AMOA's ''Manual for State and Local Associations.''

''Association management is often challenging because individually we tend to underestimate our ability to bring about change,'' Phillips said. ''Collectively, people soon realize the impact a numeric presence can make. That is a lesson I try to teach.''

For more information on the booklet, contact AMOA headquarters at (312) 565-4602.

Valley gears up for March '90 tourney

Valley Recreation Products will stage its 4th Annual World Soft-Tip Dart Championships in Orlando, Fla., during March 1990. Company officials feel it will perhaps be the most eventful one to date, since the U.S. team will be playing to regain the Valley Cup from the German National team. They won it in Bingen, West Germany, earlier this year.

Though the U.S. squad was successful in the singles championships, the team title was the most sought-after event of the competition.

''We are staging regional tournaments—run by our Valley operators across the country—between October 1989 and February 1990,'' said Alan Schafer, Valley's vice president of marketing. ''These tournaments are the result of an ever-increasing demand for the Valley *Cougar* game. They are meant to

A HOT KIT

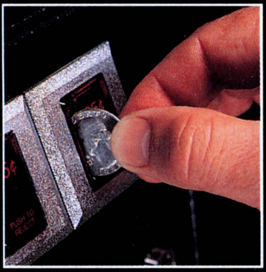
PlayChoice
Nintendo
SUPER MARIO BROS. 3
PlayChoice
Nintendo

GOOD FOR COLD CASH.

THE PLAYCHOICE KIT – MORE PICKS, MORE PLAY

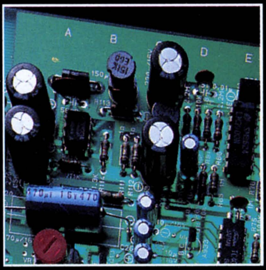
Choice is the name of the game when you want to keep players coming back steadily over a longer period of time. That's just what the PlayChoice™ Kit from Nintendo® is designed to do with your VS. UniSystem® This hot kit is all you need to give players a choice of five top-playing titles. It's the kind of choice that keeps players coming back again and again.

ALL-STAR LINE UP



Nintendo has a library of over 35 proven titles available with the PlayChoice Kit™ including these hot titles: Mario and his zany friends are back with *Super Mario 3*™. *Ninja Gaiden!* keeps players jumping with a story line that unfolds in Cinema Display. *Tecmo Bowl*[1] offers non-stop, head-to-head NFL action. *Fester's Quest*[2] brings the Addams family into the space age with out-of-this-world antics. *Teenage Mutant Ninja Turtles*[3] *Pin Bot*[4] and *Baseball Stars*[5] complete the all-star line up of hits that keep the quarters dropping and the players hopping for hours.

POWERFUL CONNECTION

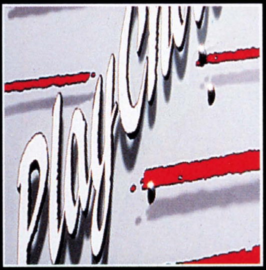


The PlayChoice Kit fits right into your Nintendo VS. UniSystem® giving you a powerful connection to more top titles, more play, more profit! The software is also powered-up to give the graphics more grab, the colors more pop and the punches more pow!

BELLS AND WHISTLES

For all its brains, you'll see that the Nintendo PlayChoice Kit is a beauty, too. We've developed space-age side-panel graphics as well as a high-tech control panel with controllers that look as hot and ahead of the times as the five games inside. Your VS. UniSystem will have the look and feel of a whole new machine. And it will pour on the profit power as never before!

GAME PLAN



Here's the game plan on how to power up for greater profits than ever with the PlayChoice Kit. Get the inside story on the hottest kit in coin-op by going straight to the source. Contact your authorized Nintendo distributor or Nintendo of America Inc. The Nintendo PlayChoice Kit — it's the hot-hot-hottest thing going for cold cash.

---

[1] ™ and © 1989 Tecmo Co. Ltd., [2] © 1989 Sun Corporation of America. Characters licensed from Barbare Artists Inc. Television Character rights licensed from Orion® Television Inc.
[3] Teenage Mutant Ninja Turtles ® and © Mirage Studios, USA. Trademark use granted to Konami under license from Mirage Studios Inc. ™ & © 1989 Konami Industry Co. Ltd.
[4] ™ & ® 1986 Williams Electronic Games Inc. © Rare Ltd. [5] ™ & © 1989 SNK Corporation of America.

All titles are subject to location testing.

Nintendo®
The Systems Company

Nintendo of America Inc., P.O. Box 957, Redmond, WA 98052, 206/882-2040, 1-800-633-3236

© 1989 Nintendo of America Inc. ™ and ® are trademarks of Nintendo of America Inc. Printed in U.S.A.

not only assist and cooperate with the Valley operators in their promotional efforts, but to bring together a domestic team that can bring the trophy back from Europe."

Operators will select the top two men and women from the regional singles matches. They will then be flown to Orlando to compete in the North American Championships, and it is from this pool of players that a U.S. team will be chosen to square-off against visiting overseas teams. Both championships are targeted for a two-day playoff. Also, the selected U.S. team will win awards and an expense-paid touring trip to Germany in 1990. They will play against European players and be treated to a tour of the German countryside.

For more information, call Valley at (800) 248-2837 or (517) 892-4536.

Miller High Life teams with AMOA

From Nov. 1-24, beer giant Miller High Life and the Amusement and Music Operators Association (AMOA) joined forces to celebrate the 100th anniversary of the jukebox by giving away eight fully stocked, classic design jukeboxes.

The celebration promotion featured a radio-driven contest in Detroit, Cincinnati, Cleveland, Milwaukee, Philadelphia, Pittsburgh, Birmingham, Ala., and Montgomery, Ala., during "National Jukebox Month."

A selected radio station in each market featured a contest whereby callers could win jukebox-shaped radio/cassette players or T-shirts commemorating the 100th anniversary of the jukebox. All radio contestants qualified—along with mail-in and on-premise drop-box entries—for the grand prize: a fully stocked, classic design jukebox valued at $6,500.

"We are very pleased to be involved with the celebration of such a great American tradition," said Jeffrey Schouten, Miller High Life brand manager. "Like the jukebox, Miller High Life is another part of the great American leisure-time scene."

Backer changes role at Data East USA

Jolly Backer

Data East USA Inc. has appointed Jolly Backer to the position of director of marketing for the company's international pinball division. In addition to his current responsibilities as director of domestic sales and marketing for Data East's coin-op games, Backer will now head-up international marketing activities for the company.

In this new position, he will manage the development of worldwide advertising and distribution support programs for Data East's pinball division.

"To maintain leadership in the gaming business as a $70 million industry player, it takes skill, innovation, and determination," said Ray Musci, Data East's executive vice president. "With Backer's support, the company's domestic coin-op sales and marketing forces have exhibited these strengths. Now, with his international focus, we're confident that successful Data East traditions will be carried on worldwide."

Prior to joining Data East two years ago, Backer worked for Bally as director of national sales. In addition, he has served as regional sales director for Sega.

Seminars offered by Seninsky, Star Tech

In January and February, Frank "The Crank" Seninsky and Star Tech Journal will co-conduct two-day regional seminars for company owners and advancing game technicians. Each seminar session will be made up of two groups and conducted simultaneously at distributorships around the country.

Seninsky's group is designed only for company owners or top level managers. Among the topics scheduled are saving on liability, auto, and health insurance; cash control systems that save time and money; finding, hiring, and discipling employees; the value of contracts; evaluating a business; reducing taxes; obtaining bank credit; marketing your company for the 1990s; and the pros and cons of new games.

Meanwhile, Star Tech Journal's technical personnel will conduct the seminars for game technicians. The aim is to advance the service person in the skills of troubleshooting and game repair with inside tips and hands-on labs. The subject matter will include power supplies (linear and switching types); domestic and foreign monitors; logic board diagnosis; PCB bench repair; problem isolation techniques; preventive maintenance; diagnosing location problems over the phone; and proven quick fixes.

The first regional seminar will take place at Brady Distributing Co. in Charlotte, N.C., on Jan. 20-21. The other two are slated for American Vending Sales in Wood Dale, Ill., on Feb. 10-11 and Shaffer Distributing Co. in Columbus, Ohio, on Feb. 24-25. Advance registration is $250 per person for each group; there's a 10 percent discount for multiple registrations from the same company. Late registration is $275 (less than seven days prior to the seminar date).

For information on attending, or for other distributors interested in sponsoring this seminar, contact Seninsky at Alpha-Omega Amusements, (201) 287-4990; or Star Tech Journal at (609) 662-1080.

First Coors electronic dart machine produced

The first *Coors Light Silver Bullet* electronic dart game recently came off of the Arachind production line, in time for the Oct. 1 kick-off of the $2 million "Coors Light World Series of Bar Games." Coors Light and Arachnid are sponsoring the event—a "Superstars"-type competition played on electronic darts, electronic basketball, video bowling, and pool—along with manufacturers Grayhound Electronics, Capcom USA, and Valley Recreation Products.

Sports Tournaments of America, a Dallas-based firm, is promoting 15,000 local tournaments and coordinating 12 regionals. The regional tournaments will be held in major U.S. cities, using 50 games manufactured by Arachnid for the dart competition.

The *Silver Bullet* game comes in Coors' silver, blue, and red colors with a new "see-through" Spider. It has the same game format as the *English Mark Darts 6300*, including three different games of Cricket and the optional double bullseye and league slot.

The Silver Bullet
Coors LIGHT
Coors LIGHT
Silver Bullet
Sharpshooter
Arachnid

Gathered around the *Coors Light Sharpshooter* dart game are, from left, Arachnid's Marcio Bonilla, Bill Ward, and Sam Zammuto.

For more information on the Coors Light tour, call Arachnid at (800) 435-8319 or (815) 654-0212 in Illinois.

Update on dollar coin

The U.S. Senate was expected to hold hearings on dollar coin legislation in November, according to The Coin Coalition, the issue's lobbying organization. The National Automatic Merchandising Association (NAMA)—which belongs to the Coin Coalition along with AMOA, among other organizations—is urging its members to contact their legislators and ask for support of H.R.1068 and S.814.

These pending pieces of legislation call for a new dollar coin, with the House version seeking the gradual phase-out of the paper dollar bill. The Coin Coalition, in its recent brouchure entitled "Needed: A $1 Coin," says, "The U.S. government would save over $120 million annually if a $1 coin replaced the $1 bill. Shoppers, commuters, and businesses would save time and frustration." The group is also in favor of a gradual phase-out of the penny, with legislation that would legalize rounding cash transactions up or down to zero or five cents.

Michigan approves Gamco crane game

Gamco International Inc. has been awarded a certificate of approval from the state of Michigan and the Bureau of State Lottery to sell and distribute its *Showcase* crane game with rotating carousel. According to Gamco's Ron Yaffe, Michigan has been an important state for previous sales of this model crane.

"We are extremely pleased that our crane game has met all of the manufacturing standards in Michigan," Yaffe said.

IMA show set for Germany

Hall #5 of the Frankfurt Trade Fair Centre will be the site of the 11th IMA show on Jan. 23-26. For the first time, and parallel with IMA, the exhibition company Heckmann GMBH will organize a "Casino Expo"—an overview of gambling and casino machines and their associated accessories.

As usual, IMA will take place both on the ground floor, where gambling and amusement machines will be exhibited, and the upper floor, where vending and service machines, equipment, accessories, and Casino Expo can be seen.

For more information on the show, contact Marieluise Ott, Heckmann GMBH, (0 6121) 58 04 11.

Rowe changes corporate structure

Bruce Cowles, president and CEO of Rowe International, has announced a major realignment of the company's corporate organization. Said Cowles, "The new structure will focus on distinct business segments and position Rowe for aggressive growth and improved response to market opportunities."

Jerry Hejtmanek will direct the vending, music, and currency products segments in his position as executive vice president. He will be responsible for each segment's manufacturing and marketing operations, as well as the corporate-wide sales efforts.

Jerry Gordon has been elected senior vice president of sales. He assumes the additional responsibilities for the *Showcase Junior* sales efforts, technical services, and Rowe's order service function.

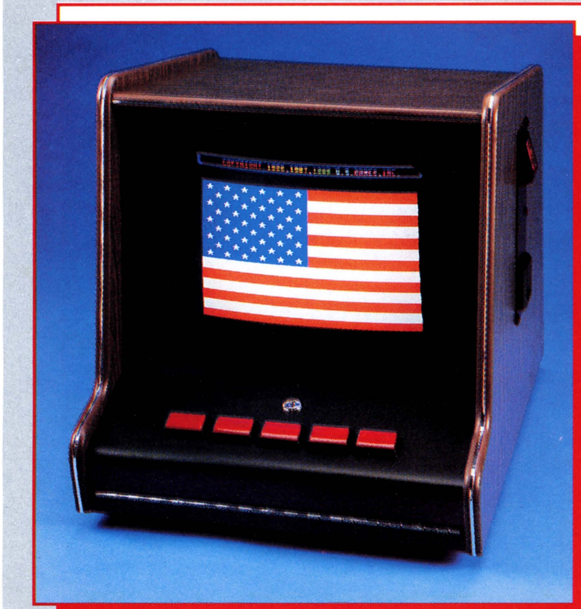
Ed Wiler, in addition to his duties as vice president of national account sales and his responsibility for communications programs, assumes additional responsibilities for vending market analysis and development. Under the direction of Hejtmanek, both Wiler and Carmine Cortese (director of vending products) will be responsible for analyzing and developing vending segment growth opportunities.

The Game That Thinks Profit$

★ ★ ★ ★ ★ ★ ★

SUPER DUPER CASINO

VERSION 15



. . . 15 great games-in-one that automatically adjust to maximize profits in each location.

*Patented **Super Duper Casino** software maximizes profits by making critical game adjustments automatically. . .*

***AutoSelect™** . . . You select the number of **Super Duper Casino** games you want to offer in the game selection menu, then **AutoSelect** monitors the play, automatically substituting alternatives for the least played games, ensuring players have their choice of the most popular games in that location.*

***AutoAdjust™** . . . Adjusts the parameters of play for each game to the expertise level of a location's players. **AutoAdjust** automatically solves the dilemma over whether a game is too easy or too challenging, plays too slow or too fast.*

***Super Duper Casino** gives you the countertop model choices you demand:*

- ★ *Available with 9″ or 13″ monitor*
- ★ *Family of upgrades converts **Little Casino II** and all other popular countertop models to Version XV*

Super Duper Casino

The game that thinks profits. The choice of smart operators everywhere!

U.S. GAMES, INC.

Invest in the Best

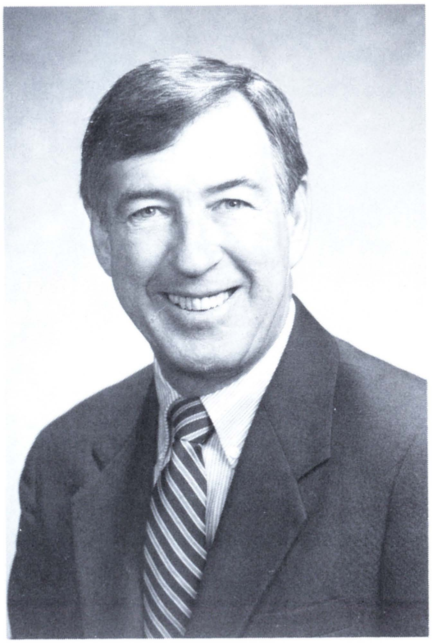
1346 Oakbrook Drive, Suite 110
Norcross, GA 30093
1-800-HIT GAME
1-404-441-2910
FAX #: 404-446-2211

U.S. designed! U.S. built! Buy U.S. Games!

U.S. GAMES, INC.

Joel Friedman and Stanford Murck have been elected senior vice presidents in charge of directing the growth of Rowe's music and currency products businesses, respectively.

Rowe has also established a corporate executive committee to support continuing operations and, under Cowles direction, to facilitate development and implementation of the corporate strategy. Besides Cowles and Hejtmanek, the committee consists of Jay Spaanem and Stanley Davis. Spaanem was also elected senior vice president and chief financial officer, while Davis became senior vice president of human resources and organization development.



Neil Cassidy

Cassidy named to Veryfine post

Neil Cassidy has been named Northeast regional sales manager for Veryfine Products Inc. He brings two-and-a-half years of Veryfine experience to his new position, having been most recently the national sales manager for drug and discount sales. In that position, Cassidy increased the non-foods segment of Veryfine's retail business by 186 percent.

Coincepts: new on the poker scene

A new company has entered the gaming marketplace with a video poker game that features an illuminated bill acceptor. The company is Coincepts, based in Laramie, Wyo., and the game is called *The Dealer*.

Coincepts, which opened its doors in May, licensed the game from Romstar and is manufacturing and distributing it nationwide. Exhibited at AMOA '89, *The Dealer* is housed in an upright cabinet and has a 19-inch Wells Gardner monitor on a sliding shelf for easy access. Many operator-controlled options are included, along with complete software accounting, battery backup, and surge protection.

At the helm of Coincepts is Leo McCue, president; Marylin Richardson Romsa, vice president; Todd Stock, sales manager; and Darry Romsa, engineer/technician.

Marylin grew up in the poker machine business in Wyoming. She happily reports that Coincepts is developing a new legal gaming machine; it's scheduled for a February 1990 introduction.

For more information about the company and its products, write 152 N. Second St., Laramie, Wyo. 82070; (800) 347-0424, (800) 869-0460, or (307) 742-0010; the FAX is (307) 721-8130.

AAMA to honor members' achievements

AAMA's board of directors has approved the establishment of achievement awards for its members. The association decided to take this action after "recognizing the worth of honoring those companies...that go the extra mile for the industry and the need to acknowledge companies for sales excellence."

Ten awards categories will be available, based on a variety of criteria. Sales awards—based on sales volume and available in silver, gold, platinum, and diamond categories—will be presented for video software and video dedicated, pinballs, jukeboxes, pool tables, and specialty games. The latter refers to air hockey, foosball, basketball, cranes, etc. AAMA member distributors will be asked to vote on "Factory of the Year" awards in Quality of Production and Design, Customer Satisfaction, and Industry Promotion. Also, AAMA manufacturers will be asked to vote for "Distributor of the Year."

All awards are open to AAMA members only. They will be presented during the American Amusement Machine Charitable Foundation's Annual Appreciation Dinner, held in conjunction with the American Coin Machine Exposition (ACME). The first achievement awards will be presented in Chicago on March 10, 1990.

Said AAMA president Gil Pollock, "All entertainment industry trade associations offer achievement awards to their members. We are the only major entertainment industry that doesn't. It's indisputable that there is no greater distinction than to be recognized among your peers for your accomplishments. I think this will promote some very healthy competition, as well as re-establish workman's pride in the industry."

Evangelista new at American Sammy

Norman Evangelista has joined American Sammy Corp. as its director of marketing. He is now a member of a team that includes Ko Adachi and Dave Peckles.

Evangelista will oversee the marketing efforts of the company's coin-op division. He reports directly to American Sammy president Mike Yamamoto, who said that the appointment represents "the commitment of the company to the coin-op industry."

Evangelista has over 10 years of coin-op experience. He's held posts with Sega Centers and Pachinko Palace. □

DYNAMO

Benchmark

SERIES

DYNAMO

THE BEST VIDEO HARDWARE SYSTEM JUST GOT BETTER.

Get Dynamo quality and reliability, plus all the features that put these systems in a class of their own:

- NEW • All plywood front wall and floor for added strength
- NEW • Protective trim eliminates damage to cabinet bottom
- NEW • Monitor controls positioned up front for adjustments*
- NEW • Solid back panel adds strength and eliminates rear access*
- NEW • One piece wrap-around t-moulding and leg levelers keep cabinet looking good
- Slide-out drawer for easy conversion from front of cabinet
- Oversized control panel of heavy gauge steel with pre-punched holes accommodate most game configurations
- High quality Wells-Gardner monitor
- Monitor can be easily positioned either vertically or horizontally
- JAMMA standard wiring harness
- Heavy-duty power supply
- Lighted, quick-change marquee
- Industry standard over/under coin doors
- Top mounted on/off switches for convenience

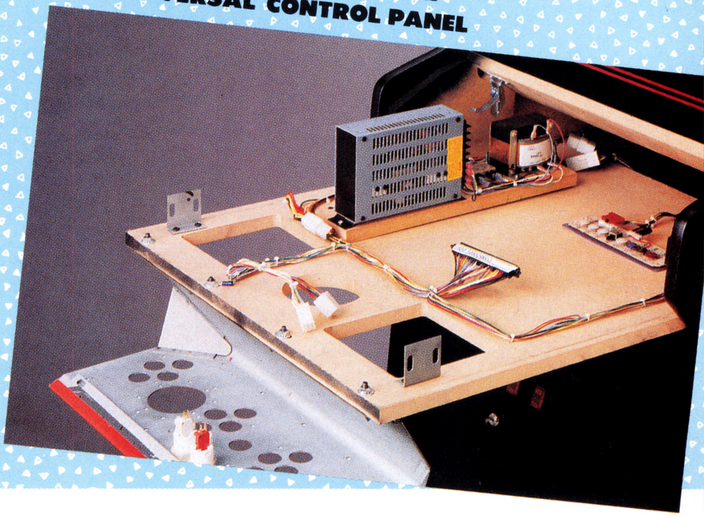
*Not available on HS-1

HS-2:
19″ MONITOR WITH SLIDE-OUT DRAWER

HS-1:
(NOT SHOWN)
Same as above, without drawer

HS-5:
25″ MONITOR WITH SLIDE-OUT DRAWER

EXCLUSIVE SLIDE-OUT DRAWER AND UNIVERSAL CONTROL PANEL



It's hard to improve on the best selling video hardware system, but that's just what we've done! **Introducing the Benchmark series by Dynamo – destined to remain the industry standard.**

Dynamo

Featuring Quality Coin Doors and Validators from
COIN CONTROLS

DYNAMO CORPORATION
2525 Handley-Ederville Rd.
Richland Hills, Texas 76118
817 589-7699   800 527-6054
FAX 817 284-7606

© Copyright Dynamo Corporation 1989.

Results released from Illinois equipment test

Following the Illlinois Coin Machine Operators Association (ICMOA) trade show in June 1989, a committee of operators and manufacturers was formed to discuss better ways of marketing and promoting amusement games. At that first meeting, the committee devised an equipment test to determine, among other things, how optical bill acceptors on coin-op machines would be received by the public.

The operators on the committee are Don Hesch, Jay Abraham, Mike Holl, Ray Shroyer, Ed Valasquez, and Kem Thom. The participating manufacturers are Atari, Data East Pinball, Williams/Bally Midway, Premier Technology, Romstar, and Taito America. Two distributors—American Vending Sales and Atlas Distributing—are also members of the committee.

The following guidelines were set for the test: 1) the equipment had to be placed in a liquor-pouring establishment; 2) OBAs had to be put on all machines, where possible; 3) games could only be activated with a dollar bill or four quarters, with the length of and number of plays to be determined by the operator; 4) the manufacturers had to provide state-of-the-art equipment; 5) the manufacturers had to supply forms for test collection; 6) after the fourth week of the test, an evaluation meeting was held, with a profile provided from each location by operators; 7) manufacturers had to provide appropriate graphics with pricing information for each machine; and 8) all equipment had to be placed through participating distributors.

The test ran through the second week of September. The primary result was that the OBA was accepted. The locations weren't bothered with making change, and the consumer didn't have to deal with the buy-in feature, if the game had such a characteristic. The OBA games brought collections over average for all locations during the course of the test.

The games activated by four quarters didn't do as well. Consumers found the four quarter activation confusing; they needed to question the format. Although signage was provided, it apparently was not easy to understand nor accurate; therefore, the consumer was reluctant to play the game, the test results showed. And though it wasn't tested, the committee believed that a machine with both an OBA and a coin slot would not go over well in these locations.

Because the test was confined to liqour-pouring locations, the committee didn't get results on dollar activation in arcades. The committee speculated that four quarter activation would not work in an arcade if it didn't work in a street location.

The committee has scheduled more tests for 1990.

AMOA to sponsor first-ever meeting

AMOA's state association committee will sponsor a meeting for state association executives and/or key state officers on Jan. 23-24 at the Westin O'Hare Hotel in Rosemont, Ill. This will be the first time that coin-op's state leaders will meet outside of AMOA's annual expositions.

According to committee chairman Jim Stansfield of Jim Stansfield Vending in LaCrosse, Wis., the meeting is "something that is needed to correlate positive efforts between state associations, their leaders, and AMOA's leadership."

Among the topics to be discussed are recruiting and retaining membership; conducting annual meetings; fundraising; educational programs; legislative lobbying efforts; newsletter exchanges; and licensing fees. The committee's last meeting, held during Expo '89 in Las Vegas, attracted some 40 state association executives/officers.

AAMA/JAMMA meet in Tokyo

FUTURE STARS

Gil Pollock discusses AAMA's public relations activities as Bob Fay and Tom Petit display the industry's two recent child abuse prevention posters.

Members of the American Amusement Machine Association (AAMA) and the Japanese Amusement Machine Manufacturers Association (JAMMA) gathered in Tokyo on Oct. 3, 1989, to discuss current programs pertinent to both markets. The joint board of directors meeting is an annual event held in conjunction with the JAMMA trade show, giving members the opportunity to share ideas on topics affecting the coin-op amusement industry.

AAMA president Gil Pollock described the value of AAMA's industry standardization and stressed the need for both associations to remain united in their efforts. "We must continue to work together for the overall good of the industry," he said.

AAMA's promotional programs were discussed, and executive vice president Bob Fay gave the status of dollar coin and gray market legislation. Mr. Kiichi Nishikura of Sega Enterprises Ltd. presented a report on the anti-counterfeiting activities of JAMMA members in Korea and France. JAMMA chairman Mr. Nakamura expressed interest in assistance from AAMA in dealing with the Japanese image in the United States.

CYBERTIMES

December
Evening Edition

$25.00
An Atari Games Publication

CYBERBALL 2072, NOW A VS. DUAL KIT!!!

At last, the perfect conversion kit for the VS. Dual! Enjoy two-screen earning power and interactive game play like the dedicated Tournament Cyberball 2072! The kit converts both cocktail and upright VS. DualSystem cabinets.

The kit comes complete with everything necessary to convert your VS. Dual into the most innovative football game ever!

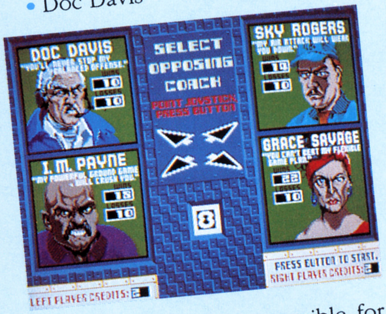
The new better-than-ever Cyberball 2072 includes all of the features of last year's sensation, plus more! Extensive research was performed to include the features that players want.

CYBERBALL
2072

2072 computer coaches selected

Berlin, W. Germany—After a week of deliberating, officials finally agreed on who the new computer coaches would be for the 2072 season. Commissioner Ralston flew to Berlin to personally make the announcements:

- Sky Rogers
- Doc Davis
- I.M. Payne
- Grace Savage

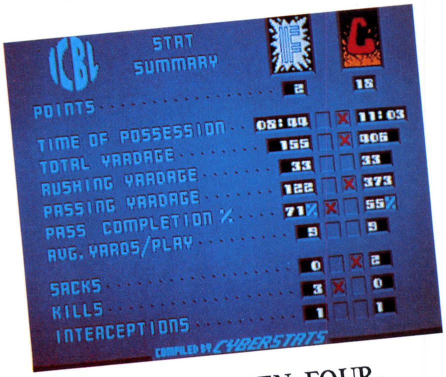

DOC DAVIS
"YOU'LL NEVER STOP MY BALANCED OFFENSE!"
WINS
10
LOSSES
10
SELECT
OPPOSING
COACH
POINT JOYSTICK
PRESS BUTTON
SKY ROGERS
"MY AIR ATTACK WILL WEAR YOU DOWN."
WINS
19
LOSSES
10
I. M. PAYNE
"MY POWERFUL GROUND GAME WILL CRUSH YOU."
WINS
18
LOSSES
10
8
GRACE SAVAGE
"YOU CAN'T BEAT MY FLEXIBLE GAME PLAN."
WINS
22
LOSSES
10
PRESS BUTTON TO START.
RIGHT PLAYER CREDITS: 2
LEFT PLAYER CREDITS: 2

These four will be responsible for the development of all player intelligence for the six new computer-controlled teams. Each player has enough storage to hold over 500 megabytes of memory, and can attain a top speed in excess of 200 mph (under boost).

Now cash in on Cyberball 2072 fever in any of FIVE ways:

Whole Games:
- One-screen, two-player dedicated
- Two-screen, four-player dedicated

Kits:
- One-screen, two-player universal kit
- Two-screen, four-player update kit for original Cyberballs

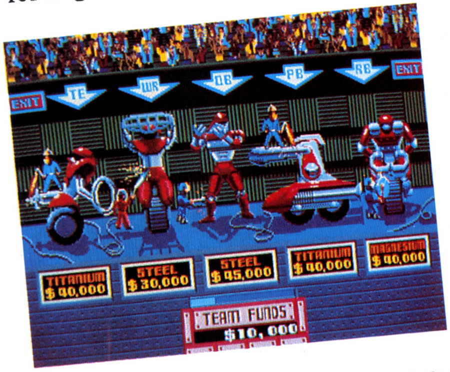


ICBL STAT SUMMARY

POINTS	2			18
TIME OF POSSESSION	08:44		☒	11:03
TOTAL YARDAGE	155		☒	406
RUSHING YARDAGE	33			33
PASSING YARDAGE	122		☒	373
PASS COMPLETION %	71%	☒		55%
AVG. YARDS/PLAY	9			9
SACKS	0		☒	2
KILLS	3	☒		0
INTERCEPTIONS	1			1

COMPILED BY CYBERSTATS

- NEW...TWO-SCREEN, FOUR-PLAYER KIT FOR VS. DUAL-SYSTEM CABINETS


EXIT
TE
WR
QB
PB
RB
EXIT
TITANIUM $40,000
STEEL $30,000
STEEL $45,000
TITANIUM $40,000
MAGNESIUM $40,000
TEAM FUNDS
$10,000

Run, don't walk to your Atari distributor. Join the Cyberball 2072 team today!

© 1989 Atari Games Corporation. All rights reserved.

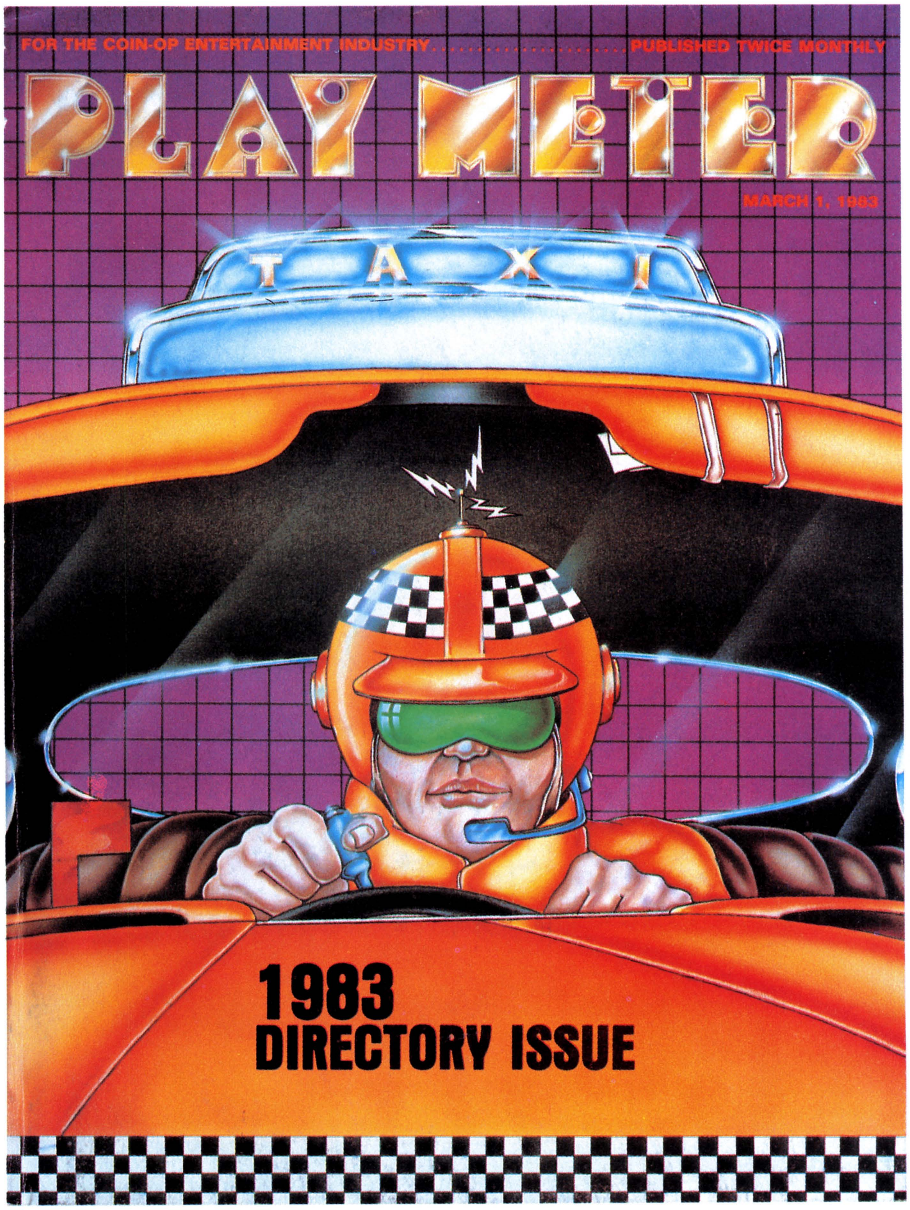
Atari Games Corporation 675 Sycamore Drive P. O. Box 361110 Milpitas, California 95035-1110 (408) 434 3700

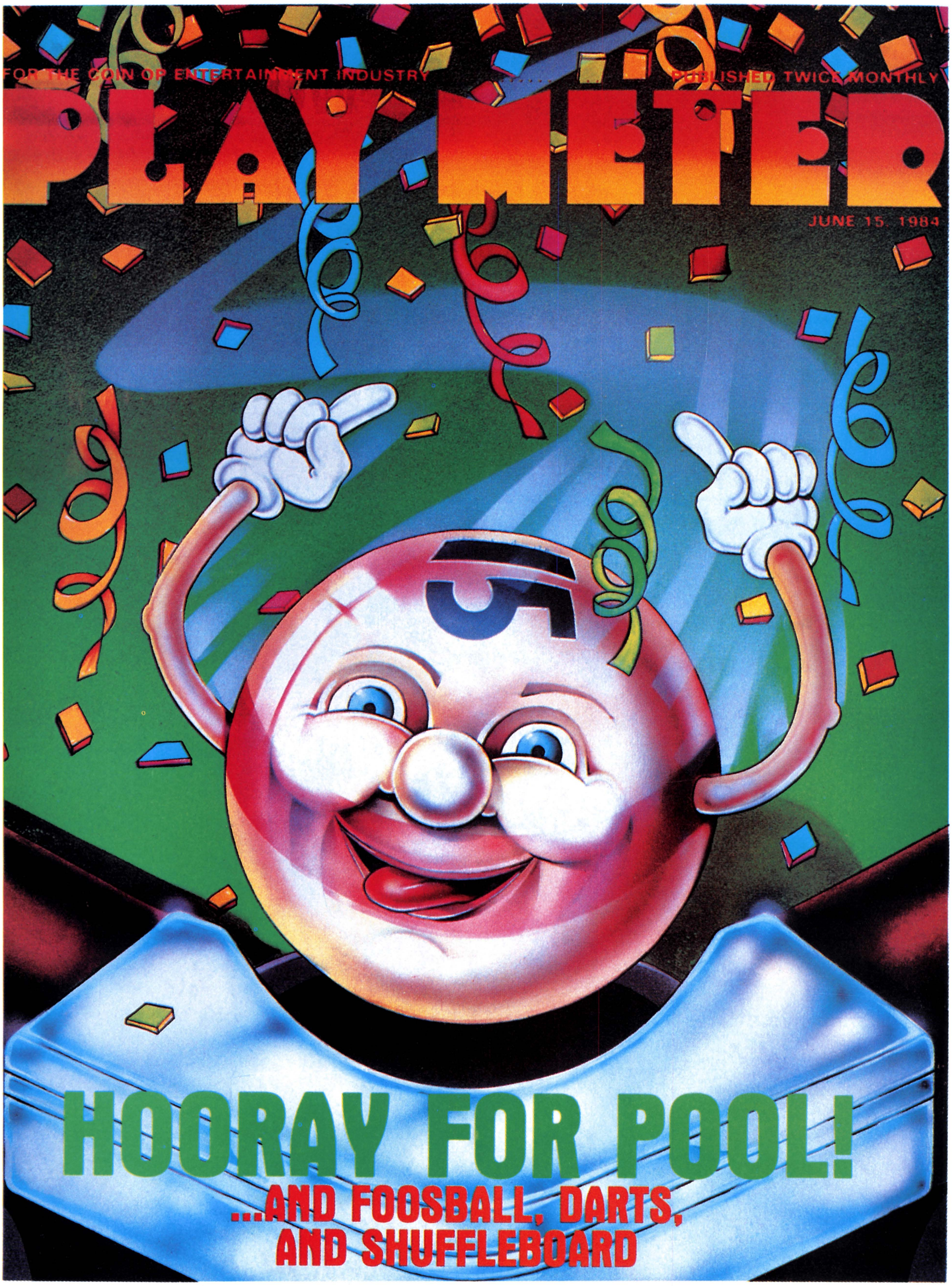
VS. System®, VS. Unisystem®, and VS. DualSystem® are registered trademarks of Nintendo of America Inc. This kit is designed and manufactured by Atari Games Corporation. It is not designed, manufactured, sponsored or endorsed by Nintendo.

Valerie Cognevich

In the beginning

The cover of the magazine has always been important to Play Meter. For the first 12 years the majority of the covers were done in-house. The illustrations or photographs represented the theme and content of the issue. In later years the covers have been done by our advertisers. We feel that, being a trade publication, it has been an advantage to our advertisers as well as to our image to feature industry products on the cover. The two covers shown here are just a sample of ones we once did in house. Many were cartoonish in nature (the happy pool ball), and some were more serious but splashed with color (like the driving game). On the last page of this story are a few more examples of our favorite covers.


FOR THE COIN-OP ENTERTAINMENT INDUSTRY
PUBLISHED TWICE MONTHLY
PLAY METER
MARCH 1, 1983
TAXI
1983
DIRECTORY ISSUE


FOR THE COIN OP ENTERTAINMENT INDUSTRY
PUBLISHED TWICE MONTHLY
PLAY METER
JUNE 15, 1984
5
HOORAY FOR POOL!
...AND FOOSBALL, DARTS, AND SHUFFLEBOARD

In December 1974, the very first issue of Play Meter hit the streets. It had taken months of preparation and untold hours of research. But when the first issue made its debut, it marked a moment in history.

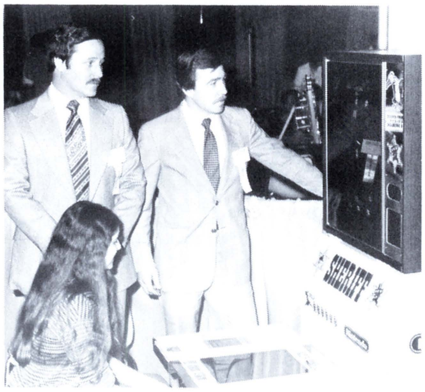
Founder and publisher Ralph Lally was working for TAC Amusements in New Orleans, an operating/distributing company, when the idea of a trade magazine began to take shape. He felt that he was in his own little world, not really knowing what was going on in the rest of the industry and not having a way to find out.

He began wondering if a trade magazine for the coin-operated entertainment industry would be a viable venture. Even after he decided to give it a try, with a wife and young daughter to support, he continued his job at TAC while trying to put the magazine together.

The first issue came out just prior to the MOA show (later to be called AMOA). Ralph and his wife Carol gave out the new magazine at the 1974 Expo. It had no four-color ads and just five black and white full page ads from Bally, Dynamo, International Table Soccer, Cash Controls, and Rock-Ola. It also had fractional ads from Lynde-Ordway, Micro Games, Amico Marketing, Mali, American Shuffleboard, Atari, Ebonite, and Willow Enterprises.

Ralph said in his first editorial: ''Every young, fast-growing, thriving industry needs at least one good publication that can adequately provide a level of communication that is not only vital to the growth of the industry, but which also serves as an indicator of where the industry is now, where it has been, and where it is headed. Play Meter is such a publication.''

He added, ''Play Meter is designed to communicate at all levels of the industry and to form a bridge of communication over these various levels as they relate to one another. Communicate is what we intend to do, and prosperity for the industry is what we are going to accomplish.''


This company, now a household word, was just starting out in the early '80s. Here are Al Stone (l) and Ron Judy with one of Nintendo's first products.

This engineer went on to become vice president and general manager of the number one pinball manufacturer. Ken Fedesna began working as an engineer in the '70s.

Ralph led Play Meter through some very prosperous years, watching the industry grow and mature. He had a keen insight into the industry he had made his career. He also saw his magazine, his dream, become a respected part of the industry. Ironically, Ralph died in a tragic automobile accident just after sending the 10th anniversary issue to press.

He wrote in his last editorial, ''With this being Play Meter's 10th anniversary, I can only hope the next 10 years will be as rewarding and satisfying as the past 10 years. I love the industry and my publication and, like a loved one, will cherish them both forever.''

After Ralph's death, his wife made a vow that Play Meter would not deviate from his editorial principles. These past five years have been hard, but the industry has seen the magazine endure. Play Meter went through some tough times.

The first issue

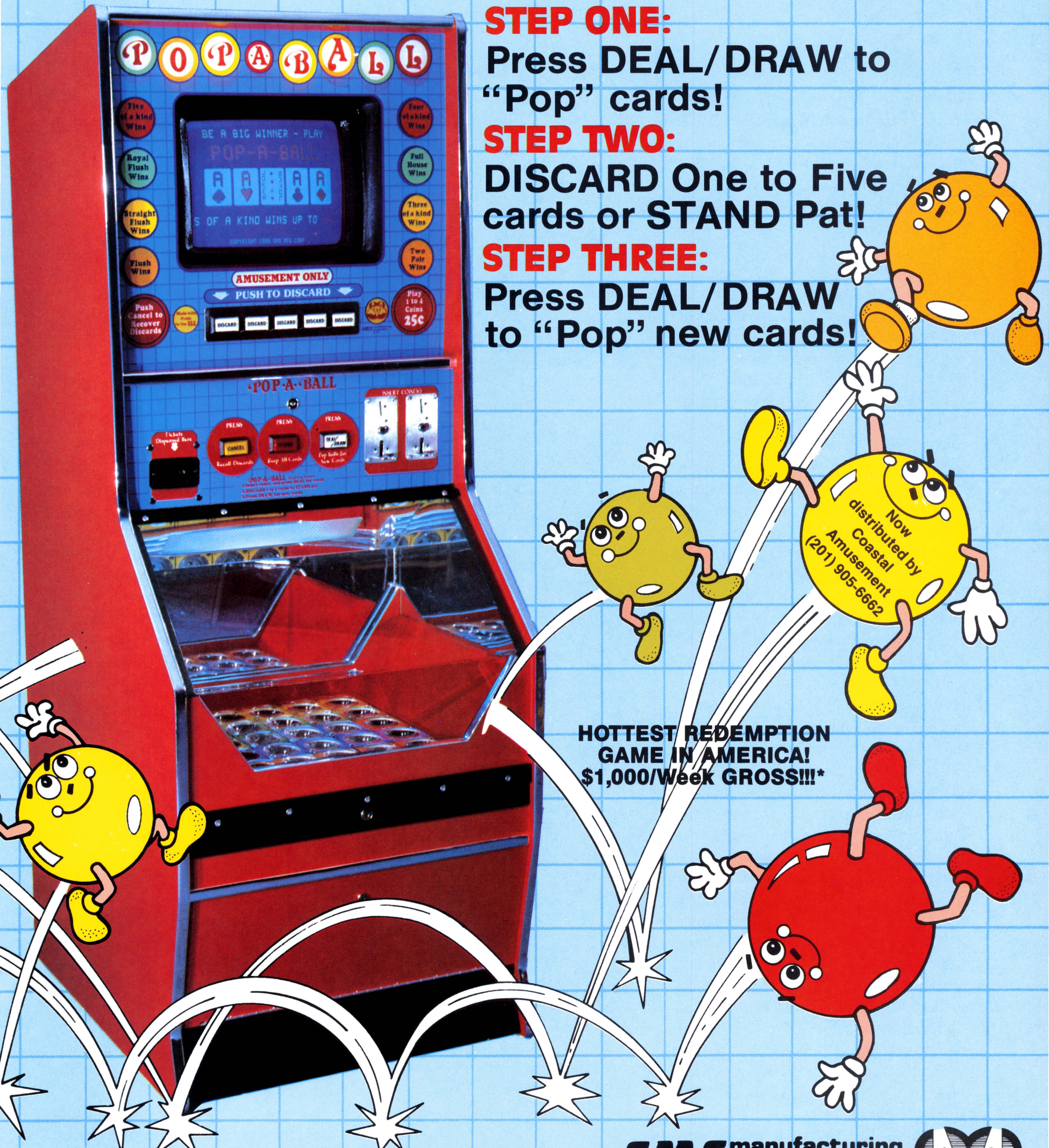
Most of Play Meter's first issue focused on the jukebox, the major force in the coin-operated industry in 1974. Video games had not yet become popular, with just a smattering of them out in the market. *Pong* had only been out two years and video games were still in their primitive state. In fact, one distributor said, ''There is no market (for video games) anymore. It has come and gone. It was great, but it has collapsed.''

Others disagreed. Bob Portale of Portale Automatic Sales said, ''The games are still so new that it's nearly impossible to project how well they'll do.''

In an article titled ''TV Games: Really That Bad?'' Play Meter noted about video games, ''With the resale value of the games very low because of the lack of demand for them, warehouses became what some operators thought may prove to be burying grounds for their investments.''

Some operators felt that there was still a vast, untapped market for the PC games that were gathering dust in cities across the United States. ''The answer,'' noted operators and distributors, ''may lie in relocating video gear often, and in that way keeping newer models at various

POP·A·BALL


POP·A·BALL
Five of a kind Wins
Four of a kind Wins
Royal Flush Wins
Full House Wins
Straight Flush Wins
Three of a kind Wins
Flush Wins
Two Pair Wins
BE A BIG WINNER - PLAY
POP-A-BALL
5 OF A KIND WINS UP TO
AMUSEMENT ONLY
PUSH TO DISCARD
Push Cancel to Recover Discards
DISCARD
DISCARD
DISCARD
DISCARD
DISCARD
Play 1 to 4 Coins 25¢
·POP·A·BALL
INSERT COIN(S)
Tickets Dispensed Here
PRESS CANCEL Recall Discards
PRESS STAND Keep All Cards
PRESS DEAL/DRAW Pop Balls for New Cards

STEP ONE:
Press DEAL/DRAW to "Pop" cards!

STEP TWO:
DISCARD One to Five cards or STAND Pat!

STEP THREE:
Press DEAL/DRAW to "Pop" new cards!

Now distributed by Coastal Amusement (201) 905-6662

HOTTEST REDEMPTION GAME IN AMERICA! $1,000/Week GROSS!!!*

*Reported by some locations.

(800) 221-0138 Outside NJ TELEX #132168
201) 370-3030 In NJ FAX (201) 363-6329

SMS manufacturing corporation
601 Prospect Street
Lakewood, NJ 08701

locations on operators' routes. Then instead of viewing a video game which was bought for a top location and later picked up as a lost cause, operators may find that the same machine may make money in offbeat locations where their novelty appeal is still new to players.''

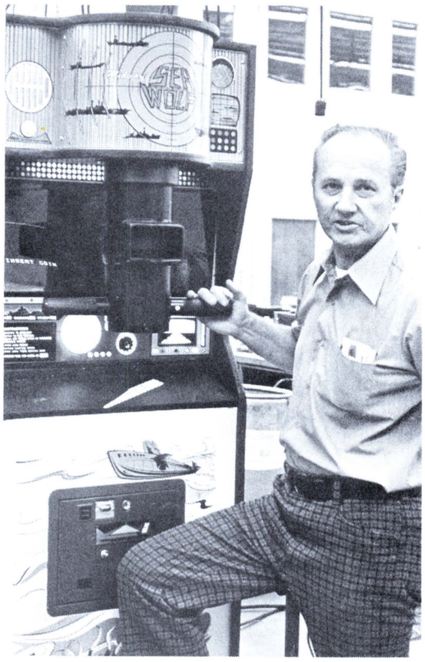
Pinballs were still electromechanical and, along with jukeboxes, were the prime amusement pieces when the magazine was introduced. Operators were thinking about new commission arrangements. Said one operator, ''The cost of everything is going up and it's affecting my operation, from labor to laundry to service to parts to equipment. We are going to have to ask all of our customers for more money.''

Play Meter interviewed a location owner and asked him how he felt about a 50/50 commission arrangement. He answered, ''I think its fair. He services the machines and owns the equipment. I wouldn't exactly go crazy over a split that favored the operator, of course. All my prices are going up, and it's hard enough to break even as it is. I'd probably try to talk him out of it.'' However, he admitted that he could see the operator's problem of needing more money, too. So he agreed that he would rather pay a service charge than get a lower percent of the gross.

Back in 1974, the gasoline shortage was still fresh in people's minds as operators faced higher fuel costs and long lines at gas pumps. Betty Hollingsworth of Dixie Amusement Co. in Chattanooga expressed the sentiments of many operators when she said, ''I have taken a long look at my route and have tried to combine as many trips to outlying areas as I can. I have begun servicing some locations every other week instead of once a week, and am in that way saving myself a trip.''

Operators who felt the fuel squeeze the most were those with resort locations. One operator blamed lower collections on the lack of visitors because of the fuel shortage.

In December 1974, MOA was proclaiming its victory over legislation aimed at jukebox operators. ''Everything MOA opposed was defeated,'' said a newsletter to MOA members. The original bill contained several provisions that would have established a statutory recording arts royalty, granted authority for a Copyright Royalty Tribunal to readjust the $8 performance royalty, and installed a 50-cent jukebox registration fee.



Andy Ducay, still a familiar name in the industry, shows *Sea Wolf*, one of Bally's popular pieces from the past.

A newcomer to the industry 25 years ago, this young man went on to become one of the strongest AMOA presidents. It's Dick Hawkins, of course.

Little did they know then how high the license fee would be just a short time later. Fifteen years later, operators and AMOA would be struggling to keep the fee at $63 per phonograph as negotiations on the compulsory license fee came up once again.

Operators and distributors in 1974 were anxious over the rising costs of equipment, mainly jukebox prices. Distributors felt that the inflation-spurred price jumps in new 1975 equipment models would prompt a renewed demand for 1974 closeouts. ''Jukebox manufacturers have always had slight price increases with the introduction of their new models, but not like the jumps we're anticipating this year,'' offered one distributor.

Even with skyrocketing prices, most felt that the jukebox industry was alive and healthy. Seeburg was leading the way with 25-cent play on its quadrophonic model. Seeburg distributors were asking, ''Yes, it is a very attractive machine, and yes, it sounds very nice, but how will 25-cent play go over?''

Plunging jukebox collections in 1974 were cited by Wurlitzer as its reason for discontinuing manufacturing in the United States. Other jukebox manufacturers looked on in disbelief as Wurlitzer officials said they could foresee an increasingly declining market for jukeboxes as America turned toward suburbia and further away from small town and city life, where the jukebox was a mainstay. Even more bluntly, Wurlitzer officials boldly stated that they believed the jukebox to be a thing of the past.

To say that other manufacturers disagreed was a dramatic understatement. They immediately countered Wurlitzer by saying they would continue to manufac-

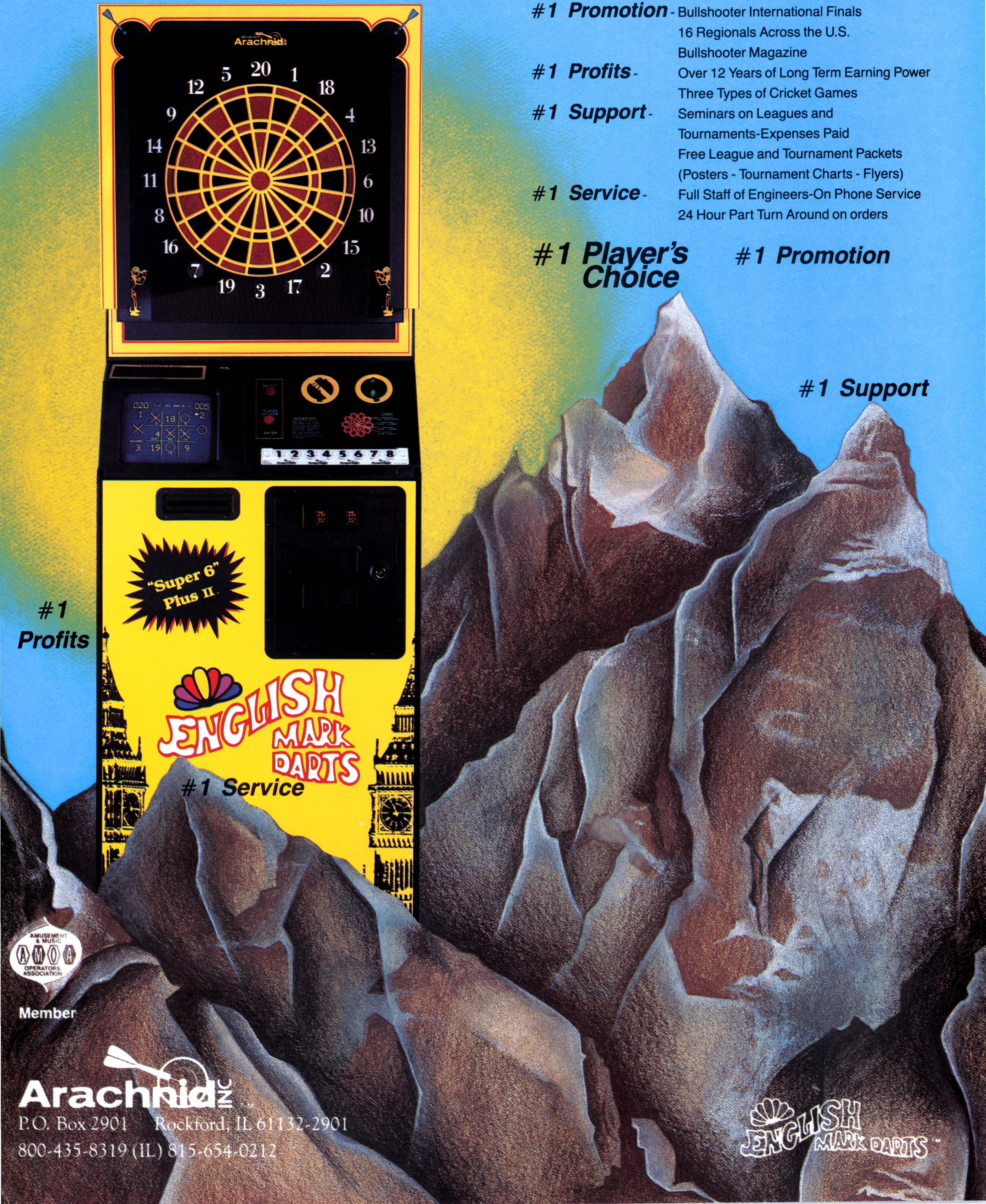
KING OF THE HILL

#1 Promotion - Bullshooter International Finals
16 Regionals Across the U.S.
Bullshooter Magazine

#1 Profits - Over 12 Years of Long Term Earning Power
Three Types of Cricket Games

#1 Support - Seminars on Leagues and Tournaments-Expenses Paid
Free League and Tournament Packets (Posters - Tournament Charts - Flyers)

#1 Service - Full Staff of Engineers-On Phone Service
24 Hour Part Turn Around on orders


#1 Player's Choice
#1 Promotion
#1 Support
#1 Profits
#1 Service
Arachnid
"Super 6" Plus II
ENGLISH MARK DARTS

AMUSEMENT & MUSIC OPERATORS ASSOCIATION
AMOA
Member

Arachnid INC™
P.O. Box 2901 Rockford, IL 61132-2901
800-435-8319 (IL) 815-654-0212

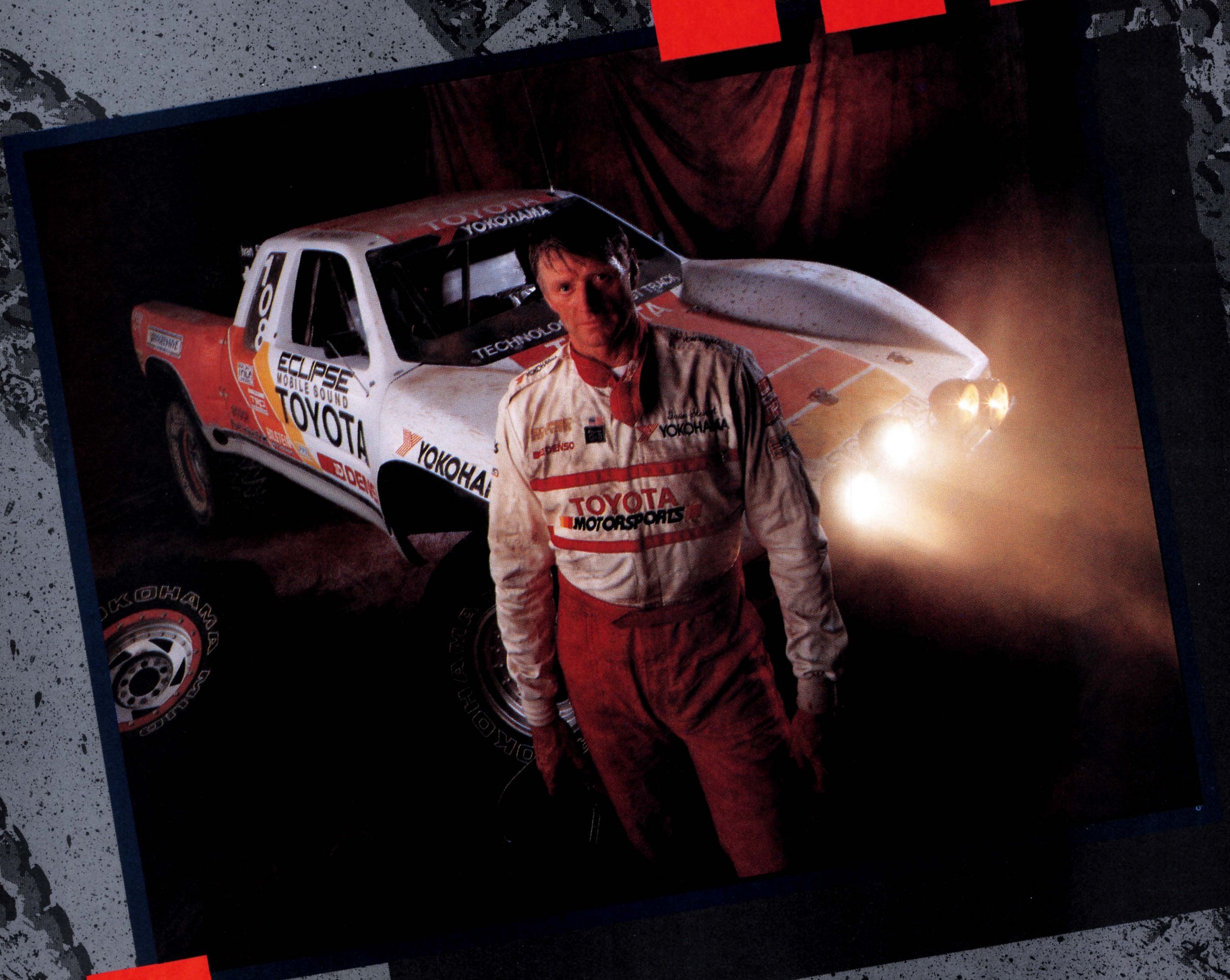
ENGLISH MARK DARTS™

Sega's Dave Rosen predicted the advent of conversion kits.

The Gremlin staff in the '70s, (l-r): Marvin Stein, Phil Sternburg, Sabrina Osmen, Mel Sonier, Michele Anderson, and Joe Furjanic.

"When the bubble burst, manufacturers were in a panic over low sales and too quickly offered close-outs."

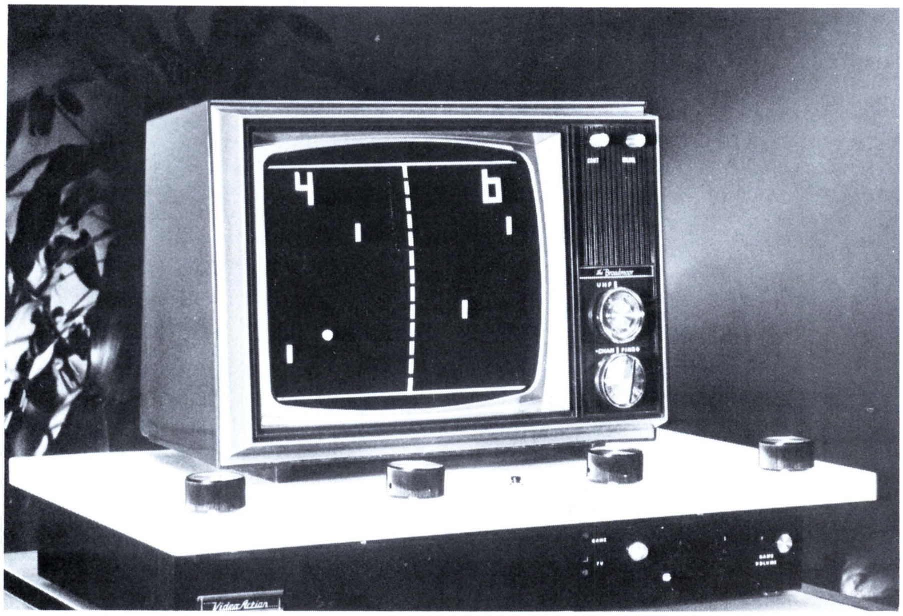
Operators and distributors attend a seminar at one of the early AOE shows.


108
ECLIPSE MOBILE SOUND
TOYOTA
YOKOHAMA
TOYOTA MOTORSPORTS

THE TRACK-PAK™

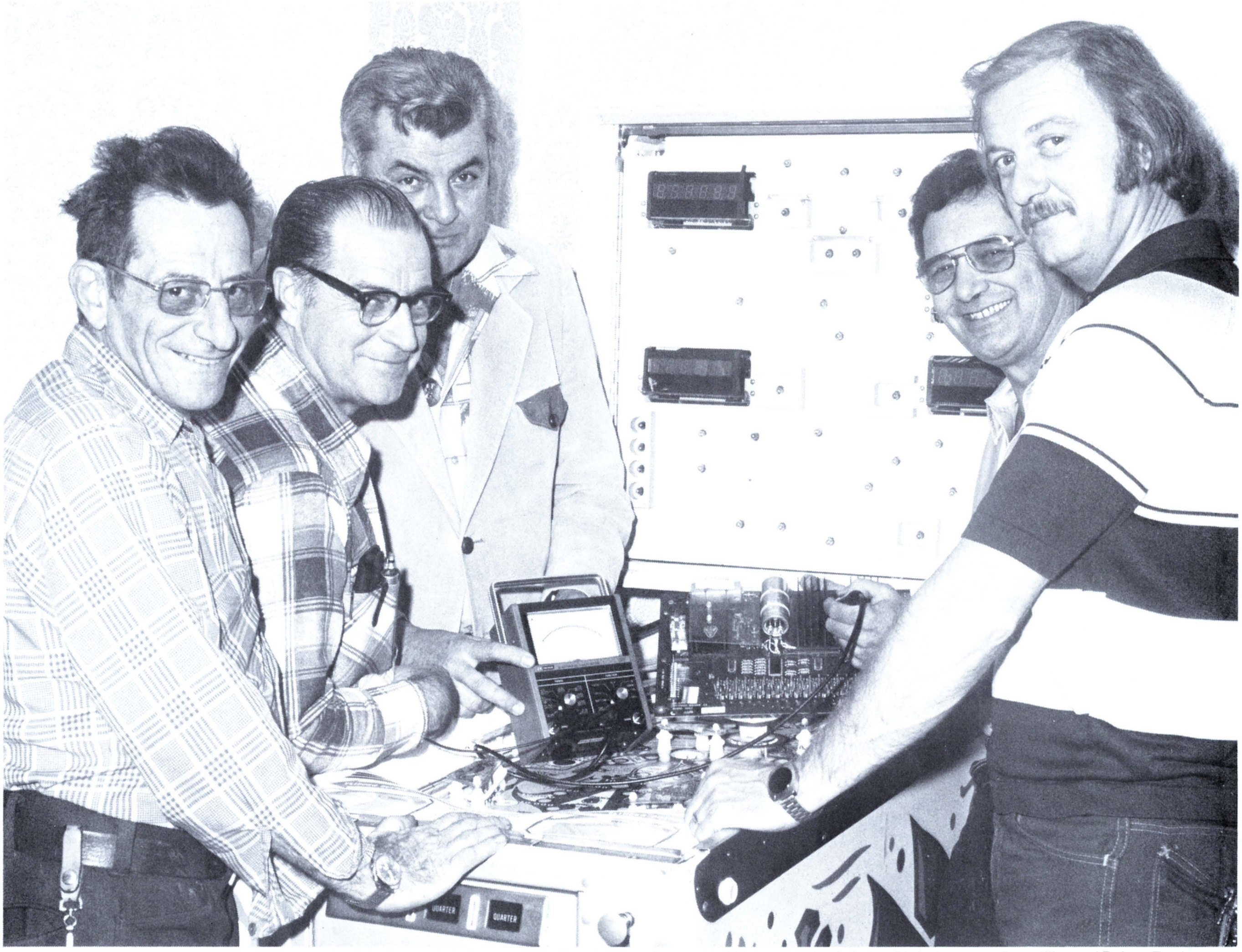
Now you can add 8 new super action tracks to your Super Off Road game.
For information on the TRACK-PAK software update kit contact your distributor.

The LELAND CORPORATION 1841 Friendship Drive El Cajon, CA 92020 619/562-7000

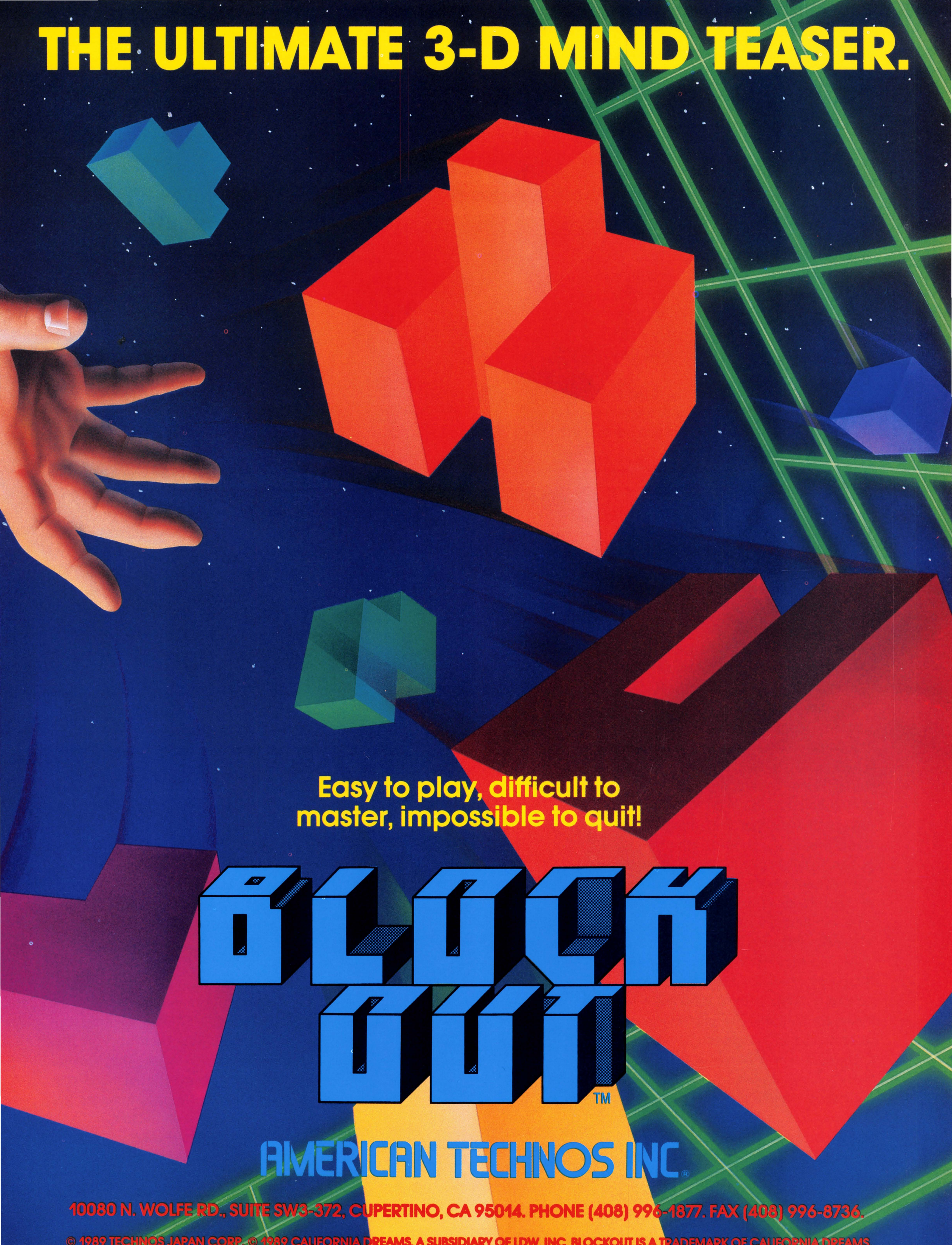


The video game that started it all, *Pong.*

Gary Stern (r) and Ralph Lally chat with Brits Gerry Wise (l) and David Snook.



Trying to figure out those new-fangled electronic pinballs are, (left from top): Ed Westheimer, George McAllister, and Ed Schultz. Right from top: Don Miller and Robert Trudeau.


THE ULTIMATE 3-D MIND TEASER.
Easy to play, difficult to master, impossible to quit!
BLOCK OUT™
AMERICAN TECHNOS INC®

10080 N. WOLFE RD., SUITE SW3-372, CUPERTINO, CA 95014. PHONE (408) 996-1877. FAX (408) 996-8736.

© 1989 TECHNOS JAPAN CORP. © 1989 CALIFORNIA DREAMS, A SUBSIDIARY OF LDW, INC. BLOCKOUT IS A TRADEMARK OF CALIFORNIA DREAMS.

ture the machines because the coin-operated phonograph was here to stay. ''The demand for them is as great or greater than ever before,'' claimed Wurlitzer's former competitors. ''We don't know why the company decided to end production, but we certainly don't think it was because of the reasons they gave.''

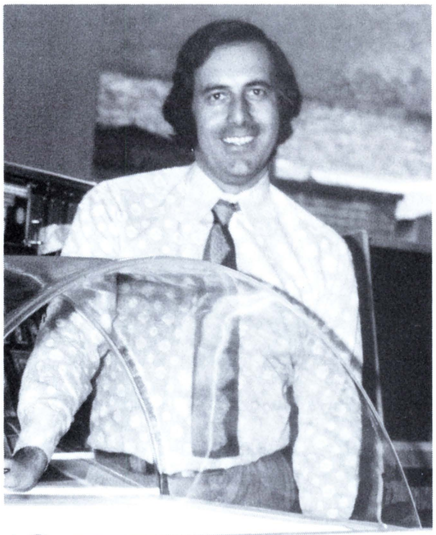
Even with Wurlitzer calling it quits, distributors generally reported that sales were good, and operators agreed that collections were about normal.

Play Meter's first issue included a feature called ''Atlantic City Takes a Gamble.'' New Jersey voters were ready to cast their votes on whether they wanted to see casino gambling in their state. The state had 8.3 percent unemployment, a monumental welfare roll, and a largely black population. The mayor was betting that legalized gambling would provide new jobs, new revenue, and a new sparkle to withered, once-glittery Atlantic City.

Play Meter talked with Russell Mawdsley, the president of MOA, as the first of many notable Coinman Interviews. One point he stressed was public relations, which he also said was his reason for being active in community life. ''I have always believed in good PR, and I have always thought that something our industry needed was good PR. I think it's important to talk to people openly about our business, to break down that feeling people used to have that anyone associated with our business was a racketeer,'' Mawdsley explained.

Also in Play Meter's first issue were these new products: Ebonite's *Futurion* pool table; Atari's *Touch Me*, a non-video computer game that challenged the player to remember the sequence of sight and sound and correctly repeat the pattern; Bally's *Rogo*, a pinball with ''the lucky horseshoe'' on the playfield (said by the company to be one of the most exciting features on a pinball); Midway's *Chopper*, a non-video helicopter game; and PMC's *All Star Baseball* and *One-on-One Basketball*, both arcade-style games. *Table Tennis*, *Reflex Tester*, and *Puppet Show* were three games featured at the ATE show and slated for a market push in the United States.

R.A. Green III, shown here receiving a certificate from the Notre Dame seminars hosted by AMOA, has become an effective fund-raiser for the association.



Michael Green was with Alca Games when this photo appeared in Play Meter's first issue in December 1974.

The next five years

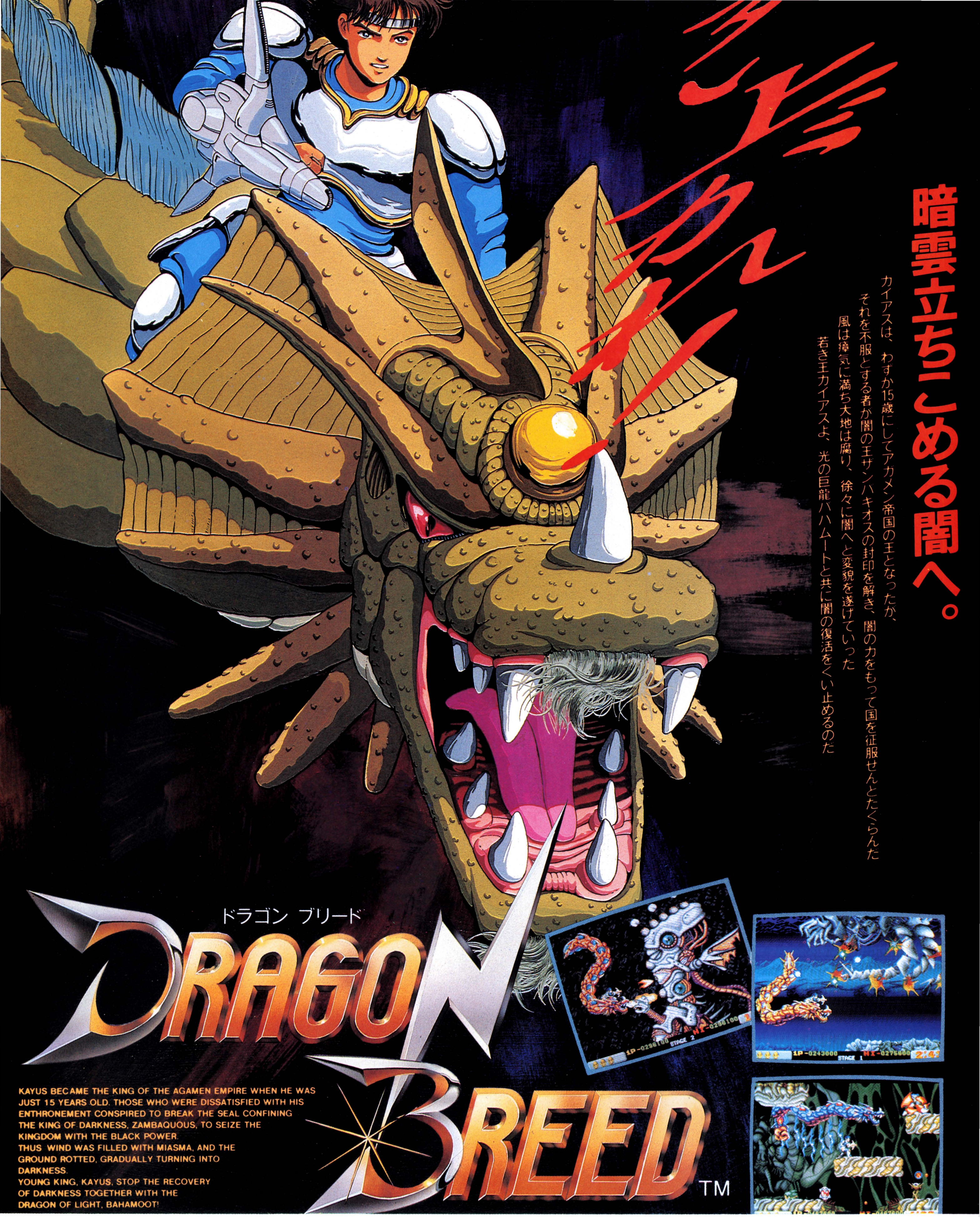
While Ralph and his staff became more and more familiar with the industry, operators, distributors, and manufacturers alike were eager to make their suggestions and comments. Play Meter became the industry's information and communication vehicle.

Play Meter's first five years saw some major changes in the coin-operated industry. Jukeboxes were still considered the heart of a good route, but table soccer began making an impact in the early years. Said an article in 1975, ''The year 1975 will no doubt be remembered for many things in the music and games industry, but the improvements in table soccer games will likely be among the most prominent . . . And so it appears to be the 'Year of the Super Soccers'.''

Video games were still an up-and-coming form of equipment. One manufacturer's concern was prudent buying from reputable companies. Said Ken Anderson of Chicago Coin, ''An area of concern is the video game industry. Television games are here to stay, not on an exclusive basis, but certainly on a full-time basis. Companies making these games must commit themselves to a lifetime of making games for our industry. With that, they must be prepared to take the bad times with the good times.''

He continued, ''Consequently, a small company can go out and rent a small building, engineer its boards, have the cabinets built, hire 15-20 people to assemble them, and sell them to you, the distributor, for less money than a major manufacturer. He may be out of business in a year but in the meantime he has skimmed the cream off the top.''

Ken had a legitimate concern. What he predicted came to pass, but not just at the manufacturing level. During the late '70s and early '80s, the industry was besieged



ドラゴン ブリード

DRAGON BREED™

暗雲立ちこめる闇へ。

カイアスは、わずか15歳にしてアガメン帝国の王となったが、
それを不服とする者が闇の王ザンバキオスの封印を解き、闇の力をもって国を征服せんとたくらんだ
風は瘴気に満ち大地は腐り、徐々に闇へと変貌を遂げていった
若き王カイアスよ、光の巨龍バハムートと共に闇の復活をくい止めるのだ

KAYUS BECAME THE KING OF THE AGAMEN EMPIRE WHEN HE WAS JUST 15 YEARS OLD. THOSE WHO WERE DISSATISFIED WITH HIS ENTHRONEMENT CONSPIRED TO BREAK THE SEAL CONFINING THE KING OF DARKNESS, ZAMBAQUOUS, TO SEIZE THE KINGDOM WITH THE BLACK POWER.
THUS WIND WAS FILLED WITH MIASMA, AND THE GROUND ROTTED, GRADUALLY TURNING INTO DARKNESS.
YOUNG KING, KAYUS, STOP THE RECOVERY OF DARKNESS TOGETHER WITH THE DRAGON OF LIGHT, BAHAMOOT!

IREM AMERICA CORP.

IREM AMERICA CORP.
8333 154th Avenue N.E.
Redmond, WA 98052
(206) 882-1093

IREM AMERICA CORP.

Play Meter's Ralph Lally and Valerie Cognevich don't look as perplexed as they were when Play Meter took the computer plunge!

SPACE INVADERS

The introduction of *Space Invaders* began video and Japanese dominance in the coin-op industry. Larry Berke (l) and Stan Jarocki were with Bally.

> ***"Operators haven't forgotten the past. It's clear that their cautious buying stems from the lessons they have learned."***

Play Meter publisher Carol Lally at one of the early AOE shows.

ASTRON BELT
SEGA

Sega's laser game *Astron Belt* tantalized the industry. After purchasing Sega, Bally introduced the game under its name.

Air hockey has been attracting fans.

ELCOME TO THE 1984
NAL AIR HOCKEY TOURNAMEN

WHITE SOX
ON TAP

Dart leagues have been a tremendous boon to operators.

by what came to be known as "blue-sky" operators. These less-than- reputable concerns would typically place ads in local newspapers offering a deal you couldn't refuse. For a tidy sum, anyone could buy a package deal of "hot" games and become, ta-da, a coin-machine operator. These guys even pledged to help find locations. Of course, what the real operators knew was that the package deal was usually not all it was cracked up to be. If the "blue-sky" operators were investigated, they simply moved on to another town.

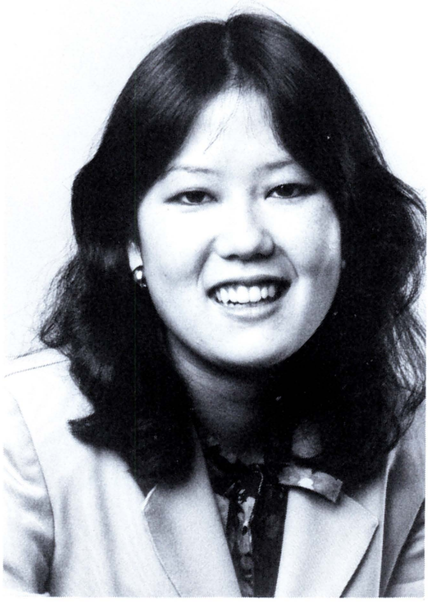
Jukeboxes have had their fair share of attention, good and bad, over the years. The fatal blow to many jukebox operators came when the performing rights societies raised the annual compulsory license fee from $8 to $50 to $63 per jukebox.

Operators had been bitter over the fee from the beginning. They felt that even the $8 fee was unfair and were outraged at the $50 fee. Finally, many just gave up operating jukeboxes when the fee was raised to $63. While many operators still held fast to the notion that their jukeboxes were the heart and soul of their routes, others agreed that "There's so many new games coming out, what's so different about a new jukebox?" Operators who felt that way invested in new games rather than new jukeboxes.

Coin-op music appeared to be dying an agonizing death over the years. The age of disc jockeys in locations, live bands, and music systems to play the latest dance music all seemed to be sounding the death knell for coin-op music.

While coin-op music suffered, pinball seemed to thrive. Solid-state technology was on the drawing board at all the major factories. Late in 1975, Allied Leisure offered the industry its four-player *Dynomite* pinball, the first solid-state. Jim Sneed of Kurz Kasch said, "Let's face it, the pinballs are essentially the same today as when they were created. But with solid-state electronics, you've opened the door for a new generation of pingames."

He was right. However, there was some hesitation at the operator level when they started wondering just who was going to fix them. Optimistic manufacturers claimed, "You may go a year or more without a service problem involving the logic." One operator asked, "Is the operator prepared to pay his serviceman more because of his increased technical ability?" and "Does the operator have the ability to pay more?"


Mary Takatsuno started as Atari's market research supervisor. She's better known today as Mary Fujihara.

This Atari girl is now working at Sega. Lenore Sayers began her industry career at Atari and has held various positions with other companies over the years.

In wasn't until three years later that Joe Robbins wrote in Play Meter, "The impact of electronic pins has been phenomenal. With the start of production on Gottlieb's electronic *Cleopatra* this month, the end of electromechanical production appears to be just a matter of time, perhaps by spring or summer at the latest."

By 1980, the era of electromechanical pins was over. Solid-state, as predicted years earlier, was here to stay. Pinball enjoyed its popularity and its spot at the top. Game themes tied in with popular personalities abounded. We saw games like *Charlie's Angels, Playboy, Dolly Parton, Nugent, Kiss*, and *Six-Million Dollar Man.*

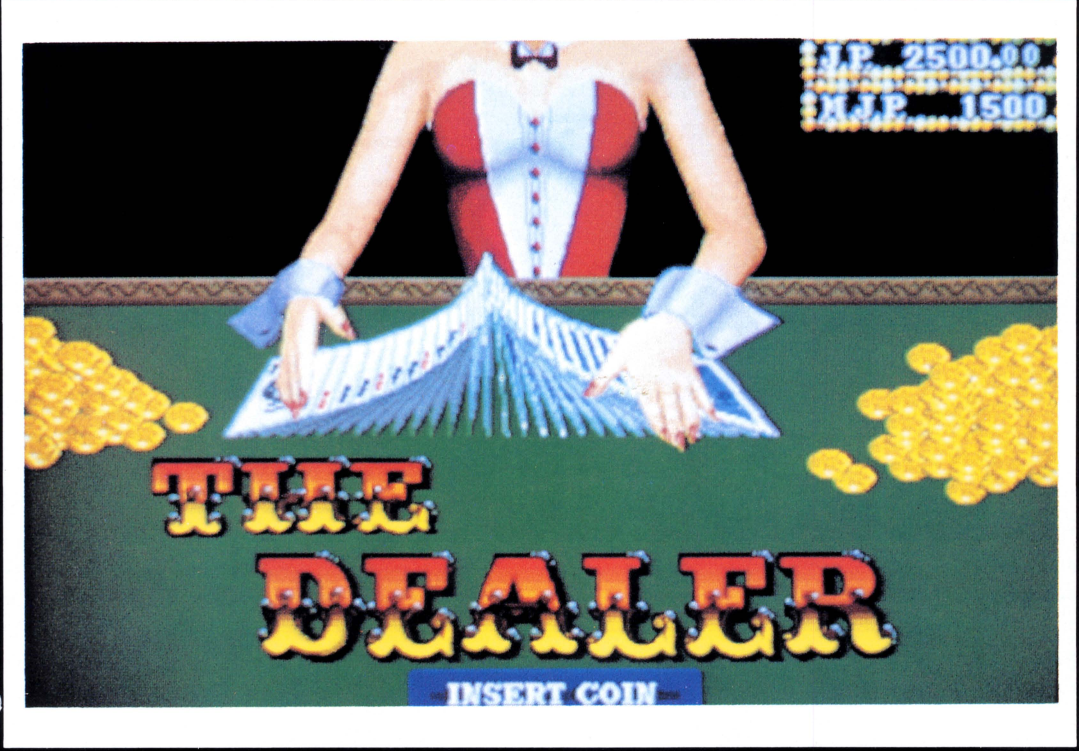
But pinball's domination was not to last.

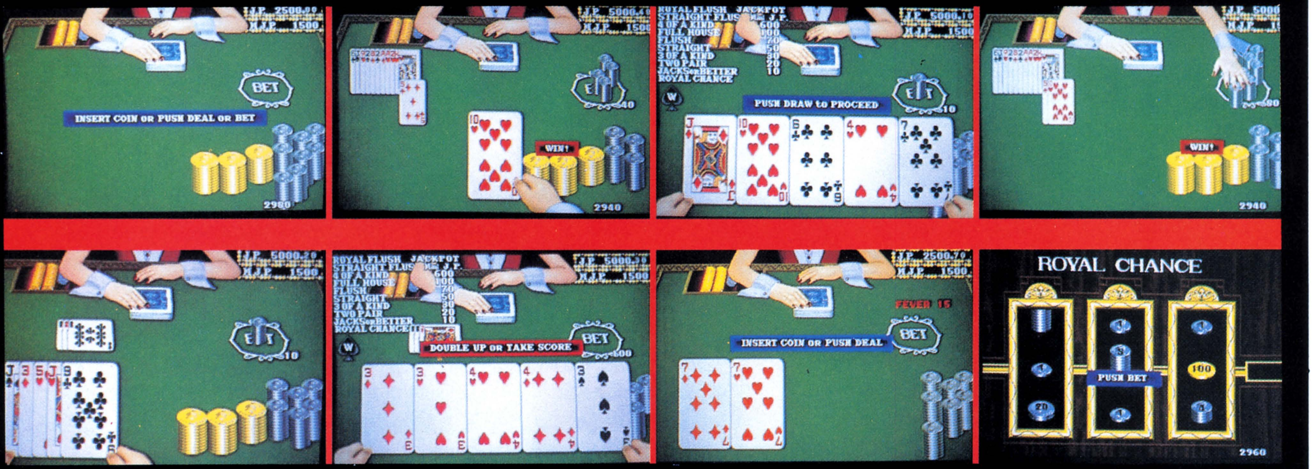
Video overtakes pinball

While video games continued to creep up on jukeboxes and pinballs in earnings and innovation, it wasn't until a Japanese company licensed a game to Midway that the video invasion was on. *Space Invaders* created an interest in video games that was unsurpassed. It also would be the beginning of the domination of Japanese companies in the coin-op industry. So strong would that domination be that one manufacturer said, "To have any strength in this industry, you must have strong ties with a Japanese company."

Throngs of players were suddenly enamored with the new technology shown in *Space Invaders*. A short time later, Atari introduced *Asteroids*, leaving no doubt in anyone's mind that video games were going to put the industry on the map. In fact, the industry actually started to be called the video game industry.

INTRODUCING


J.P. 2500.00
M.J.P. 1500
THE DEALER
INSERT COIN


J.P. 2500.00
M.J.P. 1500
BET
INSERT COIN OR PUSH DEAL OR BET
2940
WIN!
ROYAL FLUSH JACKPOT
STRAIGHT FLUSH
4 OF A KIND
FULL HOUSE
FLUSH
STRAIGHT
3 OF A KIND
TWO PAIR
JACKS or BETTER
ROYAL CHANCE
PUSH DRAW to PROCEED
DOUBLE UP OR TAKE SCORE
FEVER 15
INSERT COIN OR PUSH DEAL
ROYAL CHANCE
PUSH BET
2960

Distributed exclusively in the USA by:

COINCEPTS, Inc.

152 North Second St. • Laramie, WY 82070
Toll Free: 1 (800) 869-0460 • WY: (307) 742-0010 • FAX: (307) 721-8130

For amusement only. Not intended for sale or use where prohibited by law.

A crop of space games followed and operators bought like there was no tomorrow. Though we weren't consciously aware of the trend, it was the beginning of the me-too games, what we called the hit syndrome. A proven theme was now featured on many new games. We had *Solar Ride, Lunar Lander, Cosmic Wars, Cosmic Guerrilla, Galaxy Wars, Astro Fighter, Astro Invader, Missile Command, Mad Alien, Moon Cresta*, and *Moonraker*.

It was also about this time that the movie industry featured "Star Wars" and its sequel, "The Empire Strikes Back." The nation was fascinated by space movies and futuristic space fantasies available for a quarter on video games.

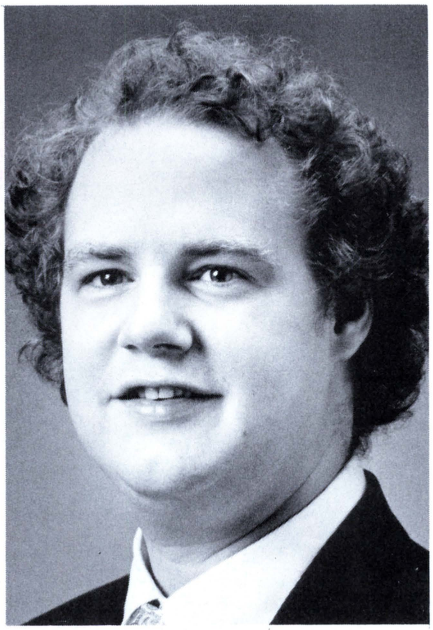
The industry began getting publicity during the late '70s and very early '80s as the public started accepting video games. But no one expected, or was prepared, for what happened when a game was introduced that would change the industry. *Pac-Man*, like *Space Invaders*, was a Japanese-developed game. It was an innocuous little game shown at the AMOA show in 1982 amid more space games. That year Atari's *Battlezone* was the accepted "hit of the show," but still *Pac-Man* made people talk, if for no other reason than to wonder what such a cutesy game could possibly do out on location.

The answer was not far off. *Pac-Man* brought more attention to the coin-op industry than anyone thought possible. There was Pac-Man everything for the public: cups, hats, shirts, lunch boxes, and even a Saturday morning cartoon series. Yes, everyone was aware of the industry.

And manufacturers were aware of *Pac-Man's* popularity. Space games were out, cute was in. Manufacturers now offered games like *Donkey Kong, Frogger, Centipede, Qix, Turtles, Spiders, Mousetrap, Fuzzy, Looping, Jump Bug, Dig Dug, Nibbler,* and *Bubbles*.

Around the time of *Pac-Man*'s popularity, the media began to turn vicious. There were protests concerning the amount of time children were spending on the games and even a few unique maladies, such as *Pac-Man* thumb caused by excessive game play. Cities announced plans to ban video games, if not from the entire city, at least from anywhere near schools. Across the country, newspapers cried out in protest against the games that were "stealing" lunch money from the youth.

Alan Schafer worked his way up at The Valley Co., now Valley Recreation Products.



This young man was the brains behind *Little Casino* and now controls his own company, U.S. Games. Mike Pace is always coming up with new and innovative ideas.

The bubble was bound to burst, and it did with a vengeance. In Play Meter's annual State of the Industry report, the average weekly gross on video games that had peaked at $140 in 1981 plunged to a mere $53 in 1984.

The industry was in a turmoil. Operators used to high collections were finding meager revenues instead. Manufacturers tried to give operators what they needed, but the problem was that operators weren't buying much. And what they did buy were usually factory close-outs at drastically reduced prices. Manufacturers, in a panic over low sales, were too quick to offer close-outs.

It turned into a classic Catch 22 situation. Operators weren't buying at the regular price, figuring that games would soon be closed out. In turn, manufacturers were being forced to close-out games because operators weren't buying. Conversion kits seemed to be an answer. Both Data East and Sega had boasted just two years earlier that conversion kits would blanket the industry. Both companies said they could foresee an abundance of games with good hardware that could be used with a conversion kit.

Operators scoffed at such a notion. After all, video games were plentiful. The feeling was that if a game was good it would be introduced as a dedicated game, leaving marginal games as kits. Nearly 200,000 *Pac-Man* and *Ms. Pac-Man* games were out in the marketplace making operators more money than any other game.

But when the hundreds of thousands of games that had been pumped out on location began to get stale, operators realized that conversions might be the answer. In 1983, Universal Co. dispelled the notion

Play Meter's Ralph Lally with good friend Harry Callia from Australia.

Manufacturers hoped that big, expensive driving games would help financially-strapped operators.

Table soccer drew crowds in the '70s and is making a comeback.

that only mediocre games would be introduced as conversions. *Mr. Do!*, a kit, was the highest earning game of the year. With such a game to put into perfectly good cabinets, operators said they were through absorbing new hardware that rarely lasted long enough on location to wear out.

Conversion kits were often called a band-aid for an ailing industry. They did serve a need, and even manufacturers that had staunchly avoided kits saw the interest and eagerly introduced their own. Operators now had a way to recycle hardware. There was still a need for good dedicated pieces, yet few to choose from.

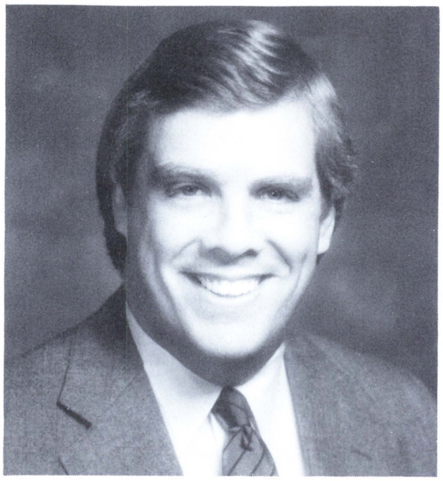
Astron Belt, Sega's laser disc game, tantalized the industry at the AMOA show in 1982. It renewed hope that the industry was going to be alright and have the dedicated pieces operators needed. Bally bought the assets of Sega USA, reportedly to get *Astron Belt*, but Cinematronics was the first with a laser game out in the market. *Dragon's Lair* games were scooped up by operators. We found out all too soon that laser games were not the answer.

At AMOA '83, virtually every major manufacturer had a laser game. The exhibit floor was packed the first day as wide-eyed operators sought the best of the lasers. The second day, it was painfully obvious that no one was impressed. Lasers were not going to save the industry. It turned out that the laser equipment in the games was never meant for strenuous use. The games, operators agreed, were more trouble than they were worth and way too expensive.

It was around this time that the industry went through the final shake-out. Many who had joined the swelling ranks of operator decided it was too much work and went back to previous professions. (At the peak, there were about 12,000 operators in the industry. That number dropped and leveled out at about 5,000 in 1988.)

By 1984, with video games saturating the market but falling way short on expected revenue, operators looked for solace. When the Federal Communications Commission deregulated coin-operated telephones, operators thought they could place pay phones in their locations and rake in the money.

Gil Pollock, new AAMA president, has been in the coin-op industry 17 years. He now heads Premier Technology, manufacturer of Gottlieb pinball machines.


Dave Patterson worked for Southwest Amusements and later bought the Dallas office. He named his company SunBelt Amusements.

Bill Rickett's company, Dynamo, was a youngster at the same time Play Meter was getting off the ground. Dynamo is now one of the most successful companies in the industry.

As with every great idea, in the wake of deregulation came a myriad of companies offering pay telephones for sale. Most operators did not know enough about them to fully assess the features needed to make them work. Operating pay phones just didn't work for the average operator. While the AOE show in 1985 had a strong showing of pay telephones, they were scarce soon afterward.

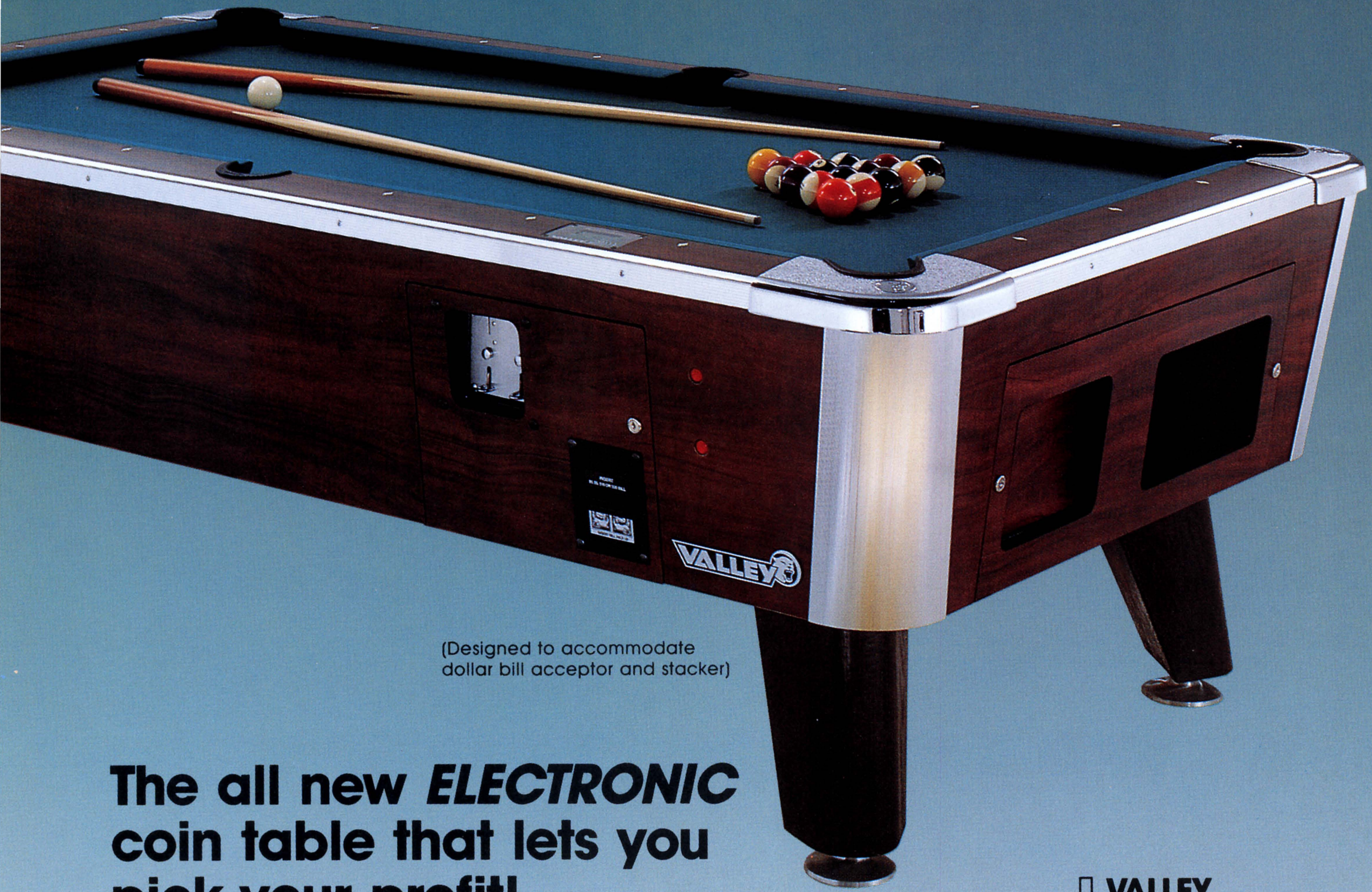
By the end of 1985, the industry was looking toward the future. The Japanese influence was firmly established; most Japanese manufacturers were opening or had opened U.S. offices. Conversion kits and cranes were prominent. Jukebox operators were licking their wounds over jukebox negotiations that had left them paying $63 per jukebox until 1989, when the fee would be renegotiated.

Gottlieb and Stern, two of the major pinball manufacturers, fell victim to the shakeout. Centuri, a video game manufacturer, tried selling direct to operators but closed its doors a short time later.

Play Meter and the American Amusement Machine Association (AAMA) buried the hatchet and combined their respective spring shows to form the American Coin Machine Expo (ACME). Play Meter had sponsored the Amusement Operators Expo (AOE) since 1980. It began as educational seminars to help operators in their businesses. At the time, AMOA was the only national show and did not offer a seminar program. AOE entered its fourth year proudly claiming success with the venture.

The manufacturer's association started a spring show called the Amusement Showcase International (ASI). Having two shows just weeks apart proved counterproductive, and both groups agreed that it would be in the best interest of the industry

LEOPARD



(Designed to accommodate
dollar bill acceptor and stacker)

The all new *ELECTRONIC* coin table that lets you pick your profit!

- "Rack" Play
- "Time" Play
- "Rack/Time" Play

...*your* choice for *your* locations!

**VALLEY
RECREATION
PRODUCTS
INC.**

333 MORTON STREET, P.O. BOX 656, BAY CITY, MI 48707
(517) 892-4536 / 1-800 248-2837 / FAX (517) 892-6513

VALLEY

Marty Bromley and Nate Feinstein share a festive moment.

The newly elected officers of the Music Operators of Michigan in 1977.

> **"To the copyright tribunal and the performing rights societies an amicable jukebox license agreement means more money for them."**

Play Meter's pinball critic Roger Sharpe plays Williams' *Firepower*. Hope he gave it a good rating since he now works for the company.

INTRODUCING THE NEW SEGA JR. KIT™

SAME GREAT PLAY FOR ABOUT HALF THE COST.

ESWAT™

JR. SEGA® KIT

Here's the kit you've been asking for. All the great play characteristics found in a full blown kit for about half the cost.

This means you can now convert many of your existing SEGA games to ESWAT, Sega's nonstop action law enforcement game, at a substantial savings. The ESWAT JR. KIT includes a ROM board, security device, full cabinet graphics, and an operator's manual. The kit allows you to quickly, and inexpensively convert your existing SHINOBI™, ALTERED BEAST™, WRESTLE WAR™, ALIEN SYNDROME™ (some), and GOLDEN AXE™ games. The ESWAT JR. KIT can also be installed in SONIC BOOM™, DYNAMITE DUX™, DUNK SHOT™, and other SEGA 16B–based games.

For more information on either the ESWAT JR. KIT, or the regular ESWAT kit, call your authorized SEGA distributor.

Sega Enterprises, Inc., (USA), 2149 Paragon Drive,
P.O. Box 610550, San Jose, CA 95161–0550.
(408) 435–0201.

Inexpensively converts: SHINOBI · ALTERED BEAST · WRESTLE WAR · ALIEN SYNDROME · GOLDEN AXE · and others.

SEGA®

Copyright 1989 Sega Enterprises, Inc. U.S.A.

to combine the shows. ACME has become a tremendously successful spring trade show.

The last five years

As the industry entered the second half of the '80s, there was more optimism than had been seen in a while. As Bob Lundquist put it, "You don't start rebuilding a city after a war until the war is over. The war was over a year ago and we are now ready to rebuild."

From the ruins of what had been the coin-operated entertainment industry sprang a renewed hope. Operators were once again on solid ground, ready to rebuild. Nolan Bushnell, the father of video games, said of the industry, "The sparkle is back."

In 1985 Sega introduced *Hang-On* and Atari debuted *Gauntlet*, beginning a snowball of dedicated games. Both games brought a new vitality to operators' buying. It seemed obvious that manufacturers were trying harder to offer money-making games. One manufacturer stated, "We're trying to determine our players' needs and design games for the marketplace rather than just produce anything we create."

An operator boldly said, "Manufacturers aren't introducing garbage like two years ago." The feeling had been that manufacturers introduced product to keep up with production, not because they had good games. "They forget that supply does not mean demand," bemoaned an operator.

Gauntlet introduced the multi-player, interactive game idea along with the buy-in and continuation features that really helped operators get healthy again. That same year, 1985, Williams brought *High Speed* to the marketplace with self-percentaging and a myriad of other features that changed the face of pinball. 1985 was truly the beginning of the comeback trail.

Taito introduced *Double Dragon* in the summer of 1987 and it proved to be a true hit. Operators saw a substantial return on investment, which was the exception and not the rule. This game was part of the martial arts, battle, and "shoot 'em up" period that still exists today. Among game titles of this genre are: *Ikari Warriors Boot Camp, Ninja Warriors, P.O.W., Shinobi, Rush n' Attack, Black Tiger, 1943, Assault, Airwolf, Guerrilla War, Operation Wolf, Time Soldiers, Contra, Bad Dudes, Vigilante, Ninja Gaiden, Cabal*, and *Robo Cop*.

Notice the wide-eyed innocence on this fresh face? It's Play Meter's editor Valerie Cognevich at her first AMOA Expo in 1977.

He calls this his Barmitzvah picture. It's such a good photo of Betson's John Margold that we had to run it again.

Can you place the face? He was president of Taito America for many years before joining U.S. Games. It's Paul Moriarity.

Sega had whetted appetites for driving games, almost always certain to draw players. "If I can't decide what to buy, I know I'll be safe with a driving game," commented one operator.

After *Hang-On* and *Super Hang-On*, Sega came out with *OutRun*. Though the games were high earners, their price tags proved a bit much for many operators. "I'm looking for games that cost less, not more," said one enraged operator.

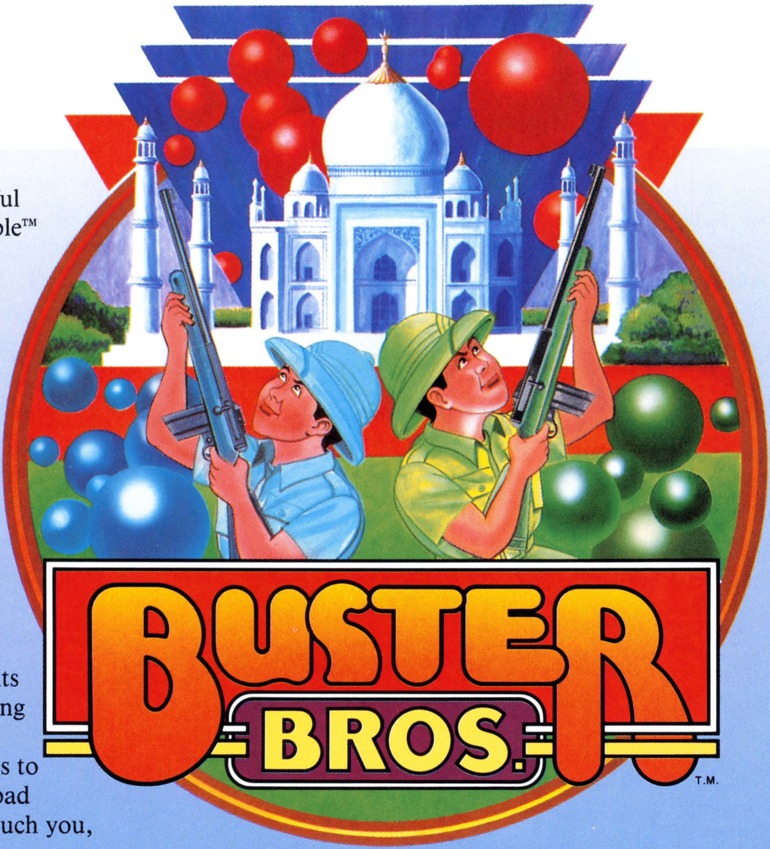
The operator's quest for lower-cost games, and feelings that manufacturers could produce them— but were unwilling—was leading the industry into a situation that would tear it apart. As operators depended more and more on conversion kits, prices continued to rise.

Operators discovered that they could buy the kits cheaper from exporters who got boards from Japan and sold them in the United States. These parallel boards were not exactly *copied* boards because they were made by the original manufacturer in Japan. However, that manufacturer usually had a licensing agreement with a company in the United States who had the exclusive right to sell the game here.

Operators were disgusted that operators in other countries could buy a board for a conversion, while operators in the United States were constantly being forced to buy the whole dedicated game. Since many games were offered only in dedicated form, more operators sought out parallel boards.

There was no doubt that *copied* boards were 100 percent illegal. Operators who used them deserved to be nailed to the wall. Parallel games were another story completely. There had never been any

Buster Bros.™
They're Hunting Balls and Bagging Profits!


BUSTER
BROS.
T.M.

Remember how successful Asteroids,™ Bubble Bobble™ and Arkanoid™ were? Now, there's Buster Bros. ... The game with that rare *mass appeal!*

Become a Buster Brother and travel around the world on an adventure that will have you bouncing off walls! Start at the base of Mount Fuji. As giant balls fall from the sky, take aim and shoot! When a ball pops, it splits into smaller, faster-moving balls. Now, you've got more targets and chances to win points. But there's bad news, too: if the balls touch you, you're dead!

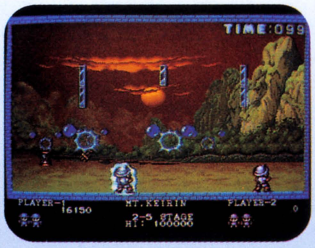
These sneaky balls do more than divide — they drop weapons! Pick up a gun and fire away. With the twin darts, send off arrows on retractable lines. Best of all is the force field, which protects you from one lethal hit.

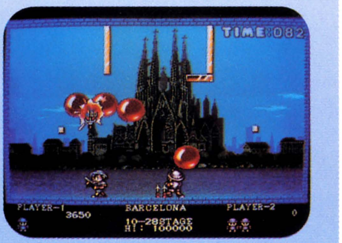
Once you've conquered Fuji, take the hunt to Australia, Russia, India and Europe.

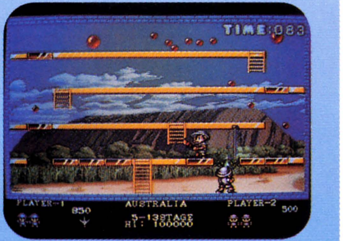
Two player interactive where teamwork helps you hunt effectively. But there's only one winner—decide when to collaborate, and when to be cut throat!

50 levels will keep patrons coming back for more. (This game is easy to learn, but nearly impossible to master!)

High resolution graphics make cities and countrysides from around the world come alive.


TIME:099
PLAYER-1
16150
MT.KEIRIN
2-5 STAGE
HI: 100000
PLAYER-2
0


TIME:082
PLAYER-1
3650
BARCELONA
10-28STAGE
HI: 100000
PLAYER-2
0


TIME:083
PLAYER-1
850
AUSTRALIA
5-13STAGE
HI: 100000
PLAYER-2
500

3303 Scott Blvd.
Santa Clara, CA 95054
408 727-0400

CAPCOM®
USA

Capcom logo and Buster Bros. are trademarks of Capcom U.S.A., Inc. Asteroids is a trademark of Atari Games Corp. Bubble Bobble and Arkanoid are trademarks of Taito America Corp.

legal precedence concerning parallel boards. Companies from other industries were fighting the presence of parallel product in the United States, but none was directly concerning games.

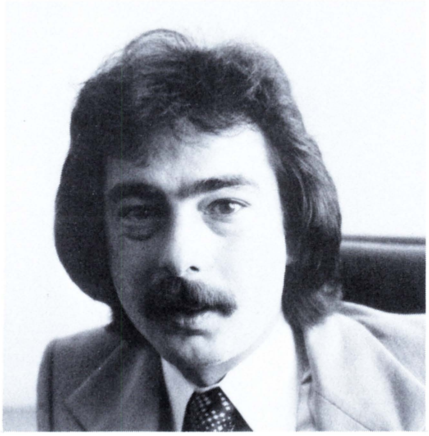
AAMA took the matter in hand and lumped parallel games in with copied games, fighting against both with the same rules.

Finally, Bill Beckham of Red Baron of Ohio took a decisive stand. He sued Taito for selling only dedicated versions of its hit game *Double Dragon* and AAMA for its efforts in enforcement. Taito had come under heavy fire for offering the game, which turned out to be the biggest hit since *Pac-Man*, as only dedicated. To add insult to injury, noted operators, the cabinet was so inferior it often had to be repaired before the game was put on location.

Beckham won the first round when the judge ruled that it was not illegal to buy parallel boards. That ruling was later overturned when the appeals judge said it wasn't illegal to sell the parallel boards, but it was illegal to operate them. The battle is not over, as Beckham recently announced his plans to take the case all the way to the Supreme Court.

While operators scratched their heads over video, cranes and redemption games continued to make money. We noted that 1986 could have been called the "Year of the Crane." That feeling carried over into 1987. There were no less than 25 companies making cranes for an eager industry. One manufacturer explained the phenomenon, "We were getting out of a video depression; video grosses dropped off considerably. The public had reached a saturation point. Then cranes came out and gave something to the player for his quarter."

Give the player something for his quarter they did. Plush suppliers said they had never seen such an increase in business. New suppliers cropped up to help absorb the demand. Bonnie Theard said in an editorial, "The only stumbling block in the path of more crane success is overcoming the hurdle of local laws."



The face is familiar. If you guessed Steve Kauffman of Konami, you're right!

The games Ken Anderson sells today should make him smile a lot more than this one did back in '81. He's now with The Leland Corp., makers of *Super Off Road* and *All American Football*.

We call him the father of video because of his creation, *Pong*. It's Atari's founder, Nolan Bushnell.

And those hurdles were not few and far between. Many states that had merely tolerated the machines were quick to seek legislation to ban them once complaints piled up. Unfortunately, operators were their own worst enemy in some cases. The lure of high revenues turned to greed when operators weighted down prizes or placed them where they could not be grabbed. Some even wrapped money around prizes to attract players. Law enforcement authorities have made it all too clear that they don't like this kind of temptation.

Many battles are still waging on the legality of cranes. Montana may be the latest victim as operators plan to file a civil action lawsuit to be able to operate cranes after detrimental legislation was passed.

Basketball games took the industry by surprise. As operators relentlessly searched for good ROI, former college basketball coach Ken Cochran of Pop-A-Shot was enjoying tremendous success with his coin-operated basketball game. "We knew of the universal appeal that basketball enjoyed, but this has exceeded our expectations," Cochran said.

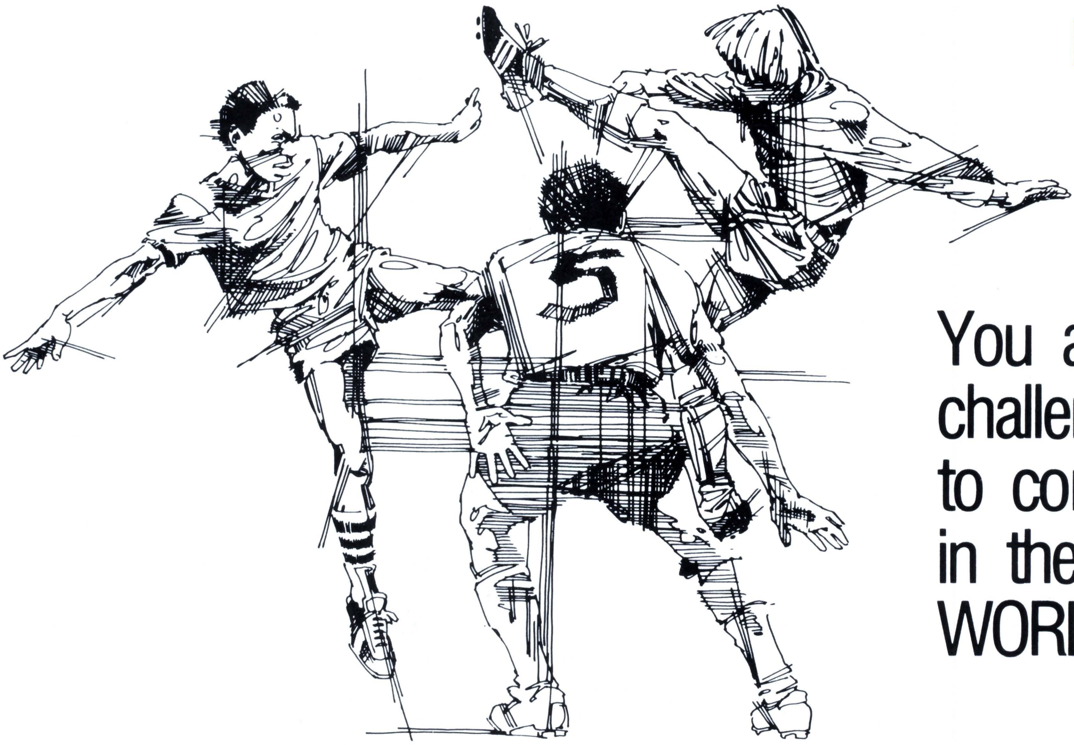
Once again the hit syndrome was evident, as more than a dozen companies jumped on the bandwagon with coin-operated basketball games. Most did not last long; only the strong have survived.

As the '90s approach, operators are remembering the past. "I may have forgotten some of the pain in the market during the video boom, but it seems we are heading that way again," said Jim Stansfield in a Coinman Interview.

Another operator agreed. "I learned my lesson once and I don't want to get caught with my pants down again," he said.

Operators haven't forgotten. It's clear that their cautious buying stems from the lessons they have learned. The past several conventions have been described as looking—not buying—shows. Operators who may have bought quite a bit of equipment at the shows are now waiting to see how the games do on location before investing in new equipment. "I don't feel like I need to buy right away anymore. If

TECMO WORLD CUP '90



You are challenged to compete in the WORLD CUP!

Features of TECMO WORLD CUP '90:

- Strategic scoring action near the goal:
  - Overhead kicks
  - Diving head shots
- Realistic offensive & defensive fighting for control of the ball:
  - Kick pop-ups and ground shots on offense
  - Sliding block kicks and jumping blocks on defense
- Jamma harness
- 8-way joysticks allow angle shots
- Not complicated to play — it's fun!

Contact your nearest
distributor or call:

TECMO, INC.

Victoria Business Park • 18005 S. Adria Maru Lane • Carson, CA 90746 • (213) 329-5880
TOLL-FREE 1-800-338-0336 • FAX: 213-329-6134

it's a good game, it will still be good a month from now and then I'll buy it,'' explained one operator.

The industry has a way to go before it could be described as stronger than ever. We have come a long way, yet it seems we are traveling in a circle. Just like once-fashionable clothing styles that show up on store racks again years later, pinball, jukeboxes, and pool—gems of the industry— are all making remarkable comebacks as we get back in sync with available technology.

Speaking of technology, space does not allow the mention of all the successful drivers over the past 15 years. From the *Sprint* series from Atari to the company's more recent triumphs of *Hard Drivin'* and *S.T.U.N. Runner*, the industry has enjoyed success with this basic theme.

Jaleco's *Big Run* is yet another example of a high-tech driving simulator that takes the player to levels of excitement never possible on the homefront. Try duplicating the two-speed shifter, stereophonic sound effects, and game feel without the realistic wheel and control panel.

The CD has revitalized the jukebox industry. Operators are taking a renewed look at their jukebox routes and finding that they can be lucrative by adding new equipment. CDs have enabled operators to renegotiate commissions and raise pricing, all toward increasing revenues. In celebrating the 100th anniversary of the jukebox, there has emerged an awareness that can only help jukebox operators.

It's uncertain what will happen during negotiations with the performing rights societies. AMOA is now working on a settlement, but as operators have seen in the past, an amicable settlement to the copyright tribunal and the performing rights societies means more money for them.

Some operators have turned to video poker games for a substantial ROI. Spurning payoffs and claiming the games as ''amusement only,'' operators have embraced the equipment traditionally considered gambling devices. After all, they said more than once, ''A pack of cards is not gambling equipment; it's what the player does with them.'' Operators likened video pokers to this scenario and protested their illegal status.

Ivan Rothstein left the industry after Centuri closed its doors. He's back now with GameTek and the popular game *Wheel of Fortune.*

Could this really be Bally's Steve Blattspieler? Correct. It's a close-up from his early years in the business.

It was obvious to law enforcement officials that more than ''amusement only'' was being played out in locations across the country. Machines were seized, but the law was required to prove that a payoff was made. It was not easy to prove. States outlined rules about the machines but loopholes abounded.

Montana was the first state to win legal status for video pokers. The state closely monitors the payoffs and game operations. According to operators in the state, it has been a successful venture. AMOA has used the legislation in Montana to formulate a model package for other states to follow. South Dakota is the latest to approve the games and several other states are looking toward having the machines declared legal.

Pinball, which took a back seat to video for years, is re-emerging as a healthy form of entertainment. Operators who once viewed pinball as something that took up the space of two videos are now operating them again. New technology is helping to eliminate some of the maintenance problems that have plagued operators. Players are finding pinball fun again.

Perhaps the biggest life-saver for operators is pool and dart league programs. The Valley Co. began a league program to help operators retain or get locations that traditionally owned their own tables. Leagues could only be played on operator-owned tables and many locations invited operators to supply pool tables just to be able to participate in the program.

From an original 30 members in 1981, the VNEA now has over 30,000 internationally-sanctioned players. The past Valley National Eight-Ball Association Championship drew 70 charter holders from 25 states and three foreign countries. The popularity of pool is prompting operators to push for 75 cents per play. Pool has been set at 50-cent play for several years.

The AMOA formed the National Dart Association (NDA) in 1986 for many of the same reasons the VNEA was started. Electronic darts lend themselves to league play. The NDA now has some 130 operator members and over 17,000 sanctioned players nationwide.

Video games have dominated the industry and are still the focus of most of the attention at trade shows. Operators are entering the '90s knowing that collecting 25 cents per play to pay for $15,000 games is not going to work.

In addition to being tied to 25-cent play, many street operators are feeling the squeeze at their bar locations. When the legal drinking age was raised to 21, the 19- and 20-year olds that traditionally kept the video games fed were not allowed in the locations anymore. Said one operator, ''We are in a college town, and three-fourths of the college students can't even get into the bars where our equipment is.''

Conclusion

It's clear to operators that something has got to give. A game that cost under $1,000 ten years ago may cost many times that amount now. Players still only pay a quarter to play.

Even with the industry pushing to have a dollar coin made a viable part of our currency, there remains the fear that players are not going to be willing to part with a dollar to play a video game when they can play video games at home.

There have been mixed feelings about the home video game invasion. When Atari first introduced the concept of playing on a unit at home, there wasn't much fear of competition because there was such a gap in technology between home games and coin-op games.

Not so today. Nintendo has become a household word and is by far the most notable home video game company. Nintendo does not stand alone as virtually every coin-op manufacturer develops games for use on the NES system. Both Sega and Atari market home game systems. The fear from operators now is not that there are home systems; it's more a fear that the gap between home and coin-op technology is non-existent.

She was called one of the Atari girls and later married Frank Ballouz, now president of his own company, Fabtek, and Irem U.S.A. It's Jeanne Angelo, now Jeanne Ballouz. Her brother is Sega's Tom Petit.

Was he just a *teenager* when he started Star*Tech Journal? Jim Calore still publishes his well-read technical newsletter.

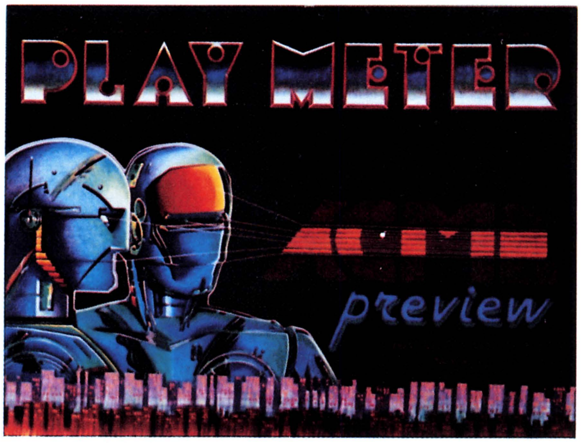
One operator said recently, ''Home games are here to stay whether we like it or not. But manufacturers had better get on the stick and give us some games that are going to make us money. The technology is there, but they don't seem to want to take a risk on anything. All they do is rehash the same topics.''

The industry is overcoming other problems besides equipment. The manufacturers and operators are trying to put their differences aside to strive for common goals. AAMA and AMOA were so bitter toward one another last year that the groups met in Washington for the annual Washington Conference at different times. The two groups agree that they have unique problems, but the industry must be served in unity.

The Washington Conference began as a joint effort between AMOA and AAMA to help make our elected officials aware of the unique problems of the coin-op industry. Annually, members of the industry gather in the Capitol to meet with representatives and senators. There is also a reception where the legislators can play games and bring their families to join in the fun. It has been tremendously successful, and each year the number of those attending increases. In the coming year, AMOA and AAMA will once again join in their efforts to make the Washington Conference another successful meeting.

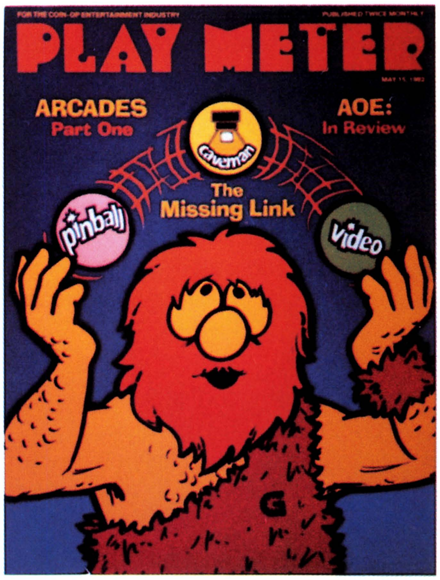
The coin-operated entertainment industry may have its problems, but we who've made it our careers know one thing for certain: the industry will survive and prosper. We may not know exactly where it's headed, but we'll be going there together. ☐

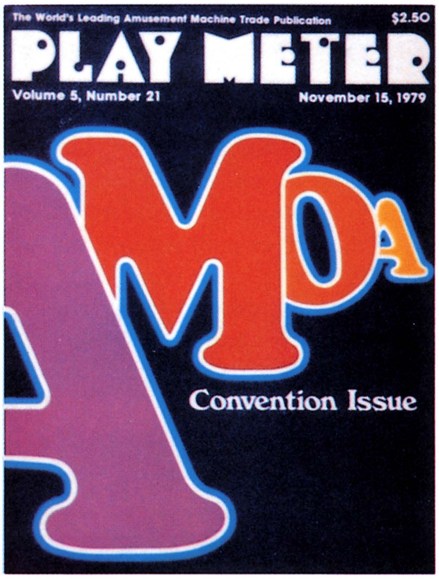
FOR THE COIN-OP ENTERTAINMENT INDUSTRY
PUBLISHED TWICE MONTHLY
PLAY METER
VIDEO WARS
On the Charts
and in the Courts

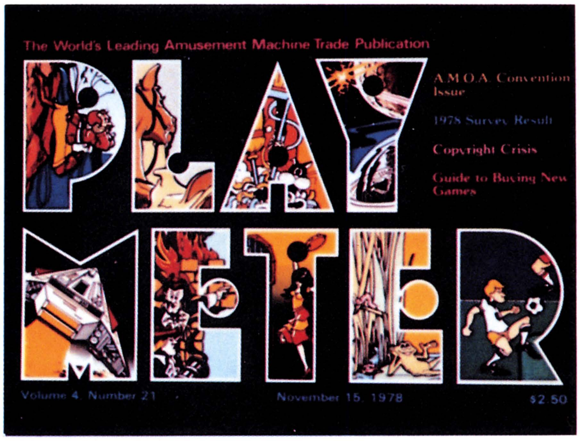

PLAY METER
preview

Selecting a sampling of outstanding covers over a 15-year period is almost impossible. We've been fortunate to have our share of memorable ones, among them the six pictured here. From the futuristic to the cartoonish, our covers have made statements at major junctures in the colorful history of the coin-op industry.

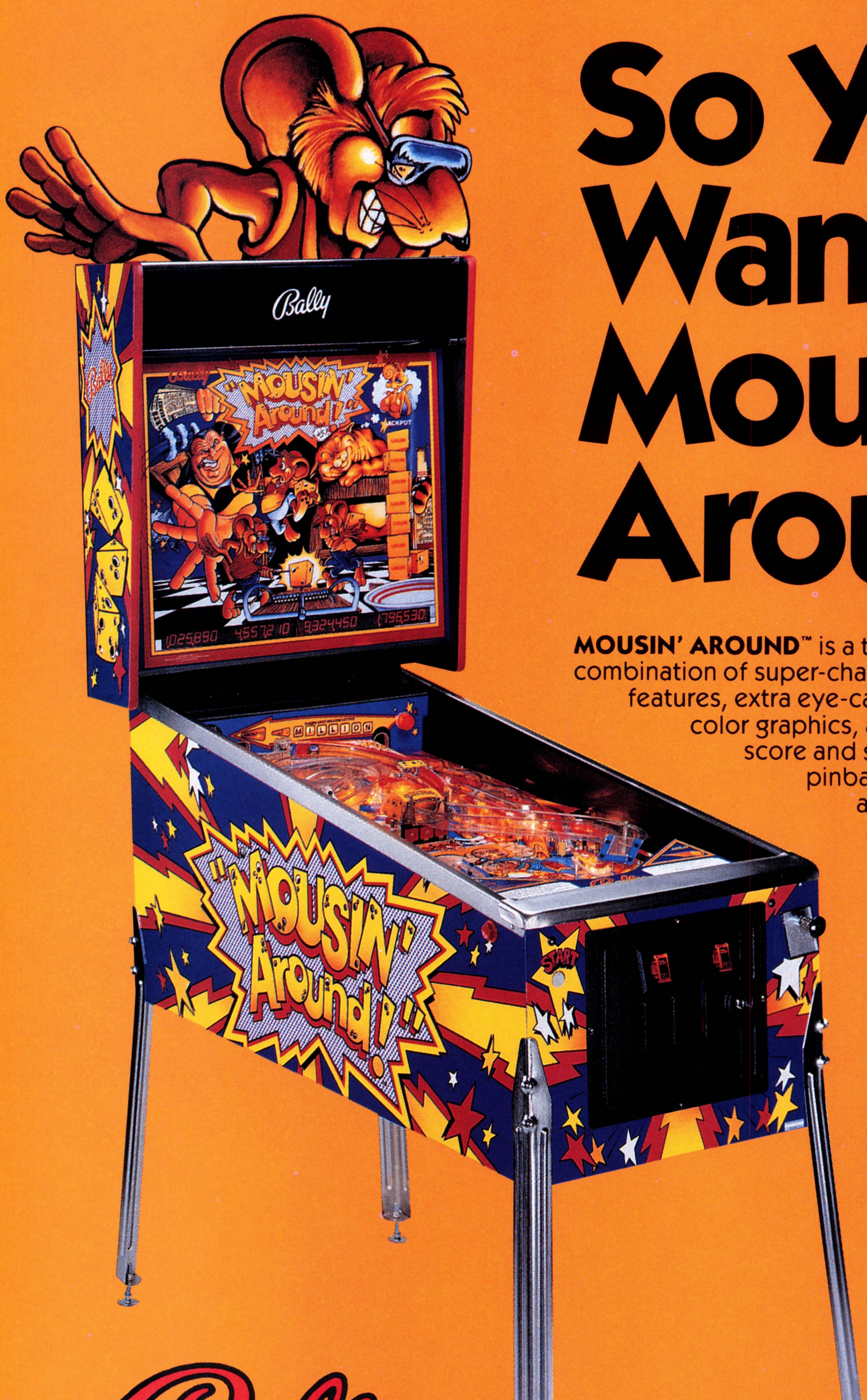
FOR THE COIN-OP ENTERTAINMENT INDUSTRY
PUBLISHED TWICE MONTHLY
PLAY METER
JULY 15, 1984
CONVERSIONS:
Band-Aid or Permanent Solution?


FOR THE COIN-OP ENTERTAINMENT INDUSTRY
PUBLISHED TWICE MONTHLY
PLAY METER
MAY 15, 1982
ARCADES
Part One
AOE:
In Review
Caveman
The
Missing Link
pinball
video


The World's Leading Amusement Machine Trade Publication
$2.50
PLAY METER
Volume 5, Number 21
November 15, 1979
AMOA
Convention Issue


The World's Leading Amusement Machine Trade Publication
PLAY METER
A.M.O.A. Convention Issue
1978 Survey Results
Copyright Crisis
Guide to Buying New Games
Volume 4, Number 21
November 15, 1978
$2.50

So You Wanna Mouse Around?



MOUSIN' AROUND™ is a tantalizing combination of super-charged playfield features, extra eye-catching primary color graphics, a whimsical musical score and superb electronics! It's pinball loaded with brand new charm and irresistible universal appeal!

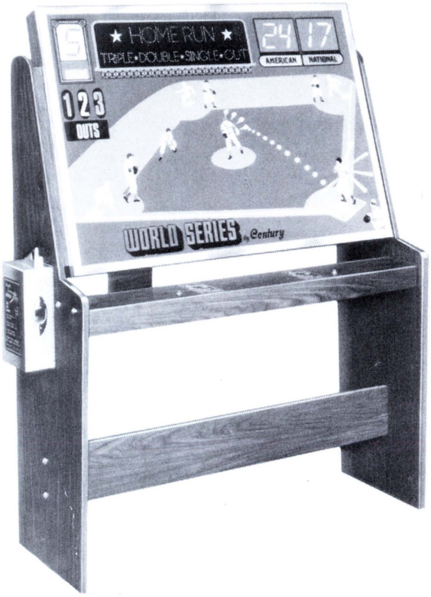
Bally®

Midway Manufacturing Company 3401 N. California Ave. Chicago, IL 60618 (312) 267-2240

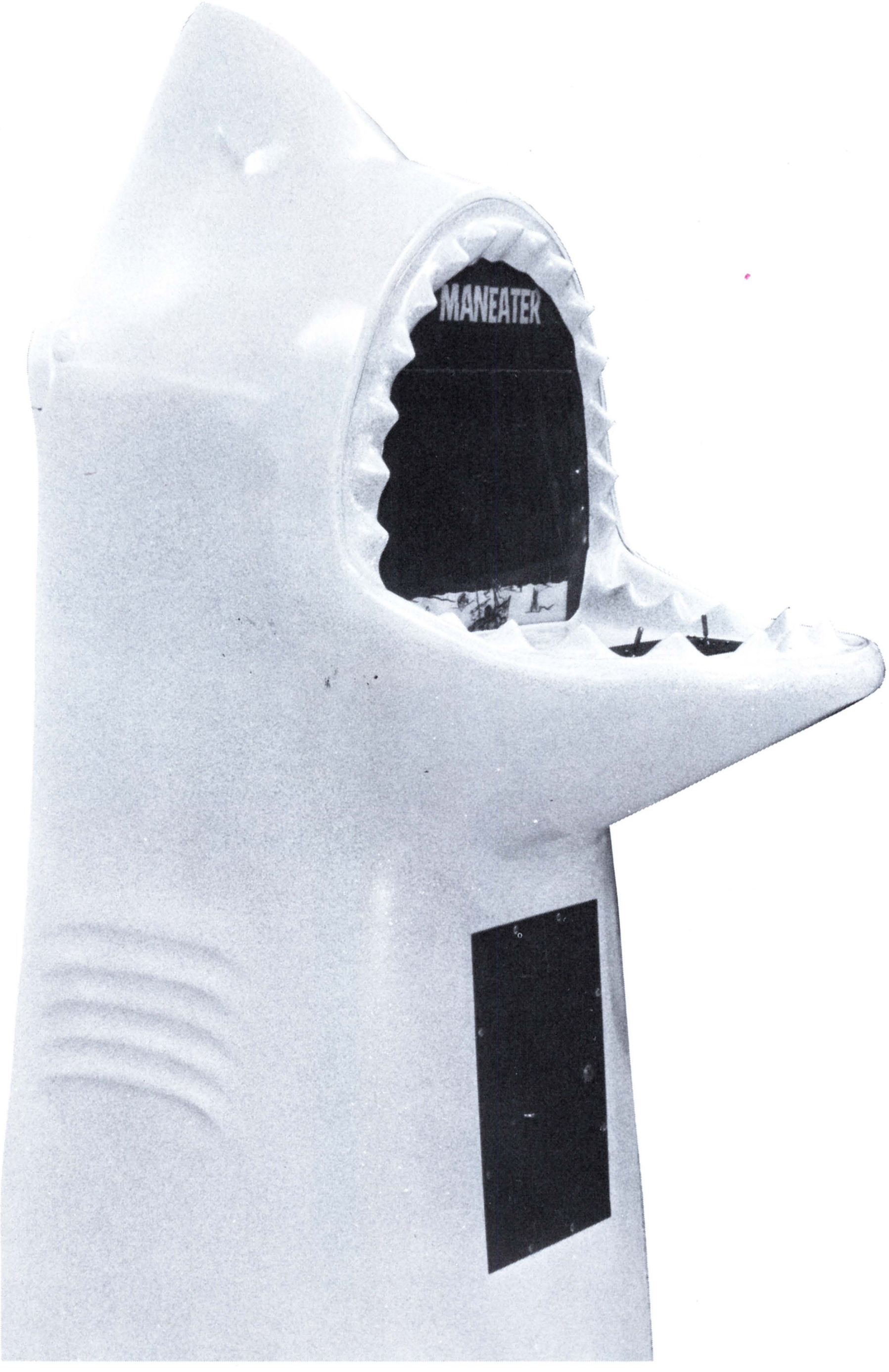
"Mousin' Around" © 1989 Midway Manufacturing Company. Manufacturers of Bally Amusement Games. All rights reserved.

The land before videos

What was the public playing before the advent of videos? There were pool tables, jukeboxes, flippers, foosball, shuffleboard, and novelty games, of course. But what about other equipment in upright cabinets? The supply was varied, as the following photos disclose. □


★ HOME RUN ★
TRIPLE•DOUBLE•SINGLE•OUT
24
17
AMERICAN
NATIONAL
1 2 3
OUTS
WORLD SERIES by Century

For sports fans, *World Series.*



From 1975, *Maneater.*

The Smart Money

#1 BASKETBALL and CRANE GAMES IN THE INDUSTRY

THE HIT OF THE 80's,
IS THE FUTURE OF THE 90's

SHOOT to WIN!™

SHOOT TO WIN II
1 HOOP AND 2 HOOP

Both Shoot To Win II Games easily fit through 3 foot doorways.

COMPARE THE STURDY, LIGHTWEIGHT AND COMPACT SOLID STEEL FRAME AGAINST THE FLIMSY PLASTIC FRAME

SHOOT to WIN!
SMART
PLAYER 1
SHOOT to WIN!
PLAYER 2

NOW SHOWING

SMART INDUSTRIES
presents the new

"1990" CLEAN SWEEP
JUMBO'S

JUMBO JR.
34″ WIDE

JUMBO
42″ WIDE

NOW SHOWING

CLEAN SWEEP

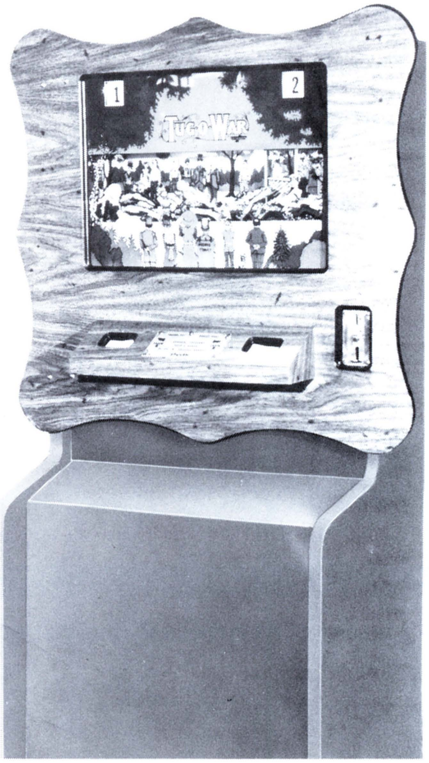
CREDITS INCLUDE:
- GOLD ALUMINUM TRIM
- NEW STYLE FRONT DOOR
- TAMPER RESISTANT/ COAT HANGER PROOF
- MORE SIDE VIEWING AREA
- ROPE LITES — OPTIONAL

ALSO AVAILABLE:
- SINGLE UNIT
- SUPER SINGLE UNIT
- DOUBLE UNIT
- TRIPLE UNIT

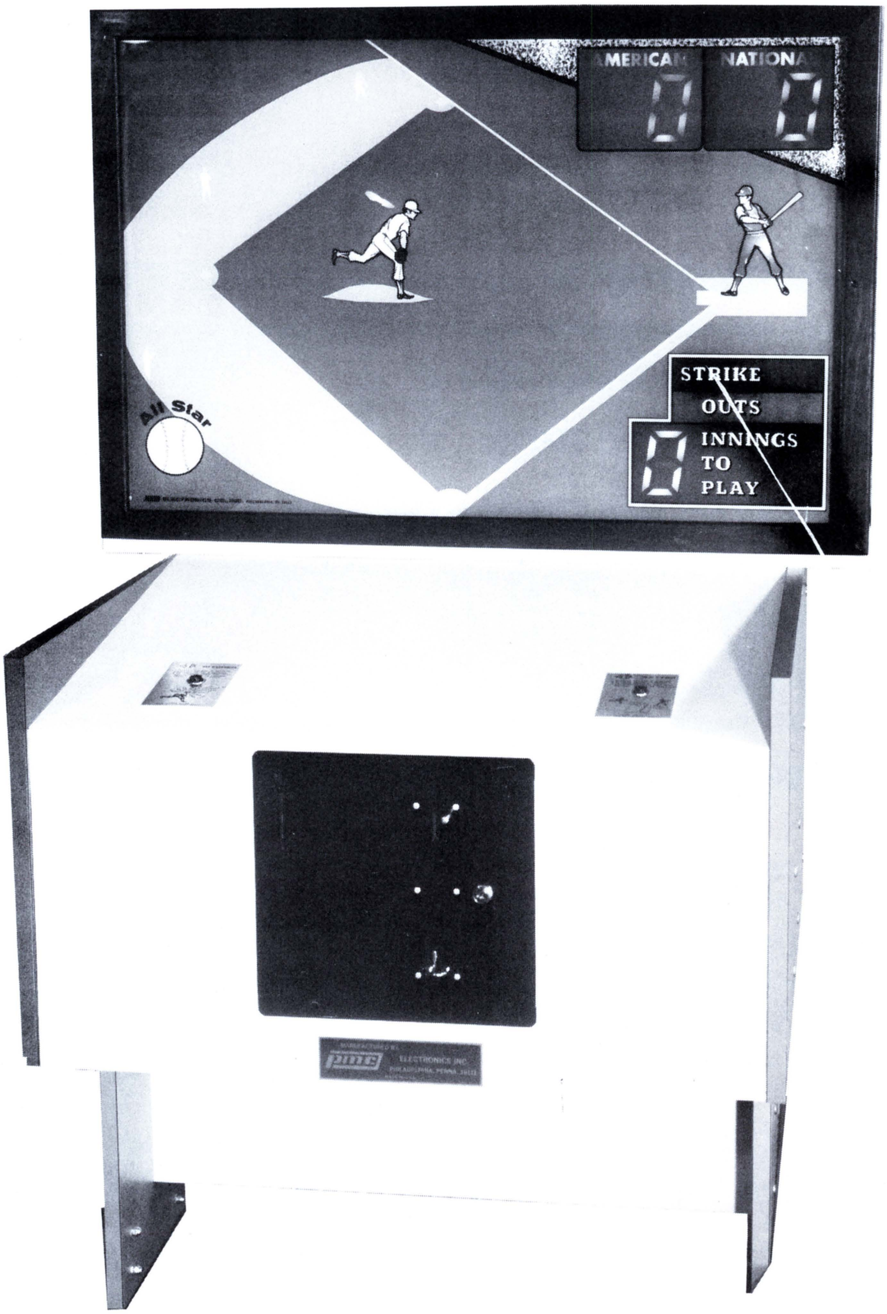
Made in U.S.A.

SMART
INDUSTRIES CORP., MFG.
1626 Delaware Ave.
Des Moines, Iowa 50317
(515) 265-9900 1-800-553-2442
FAX (515) 265-3148

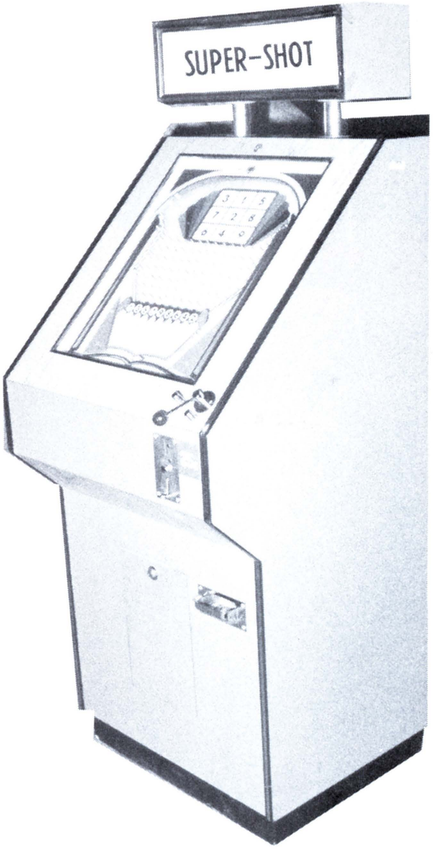
CLEAN SWEEP



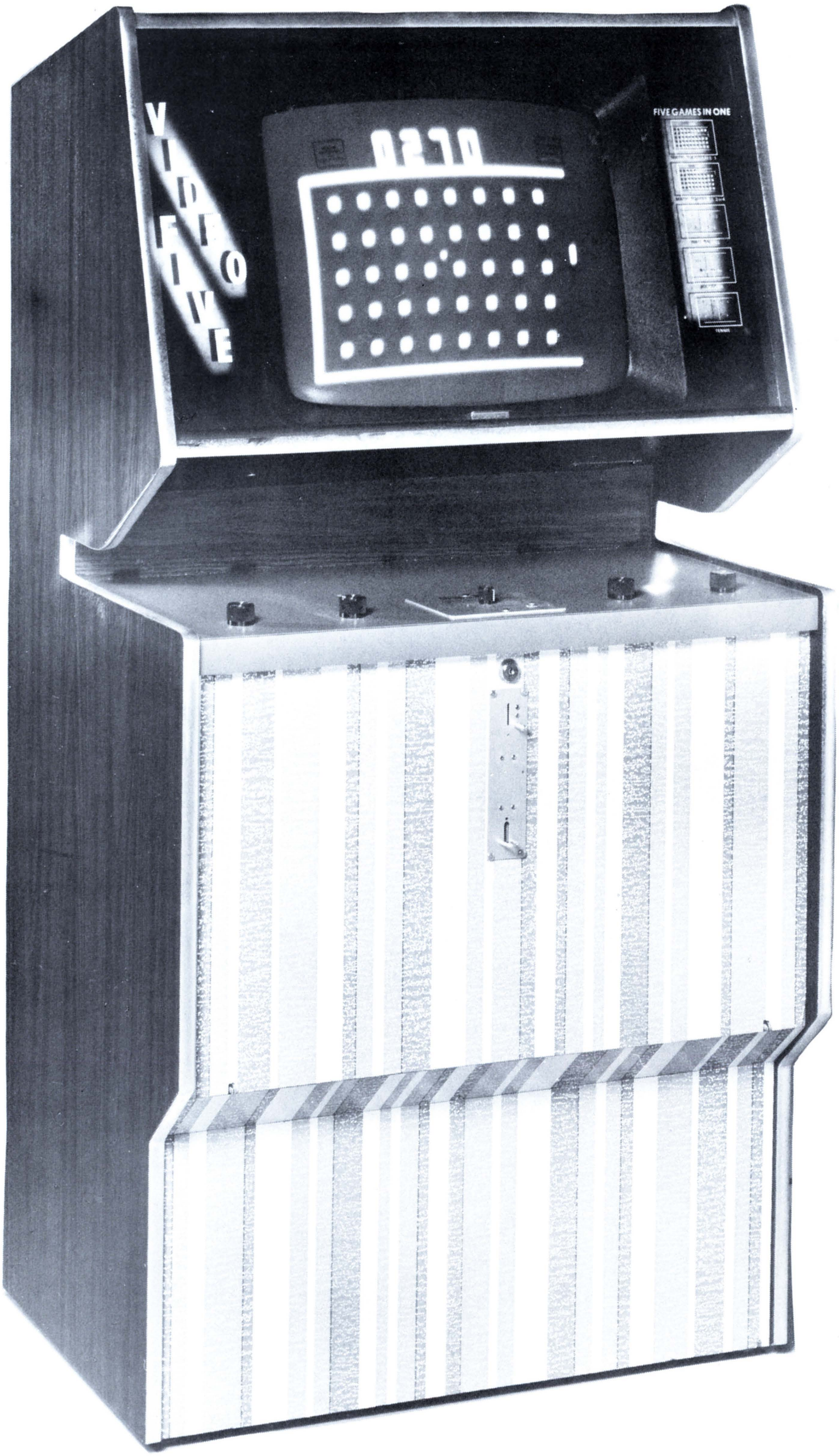
Tug-O-War presented a challenge for players.


AMERICAN
NATIONAL
0
0
STRIKE
OUTS
0
INNINGS
TO
PLAY
All Star

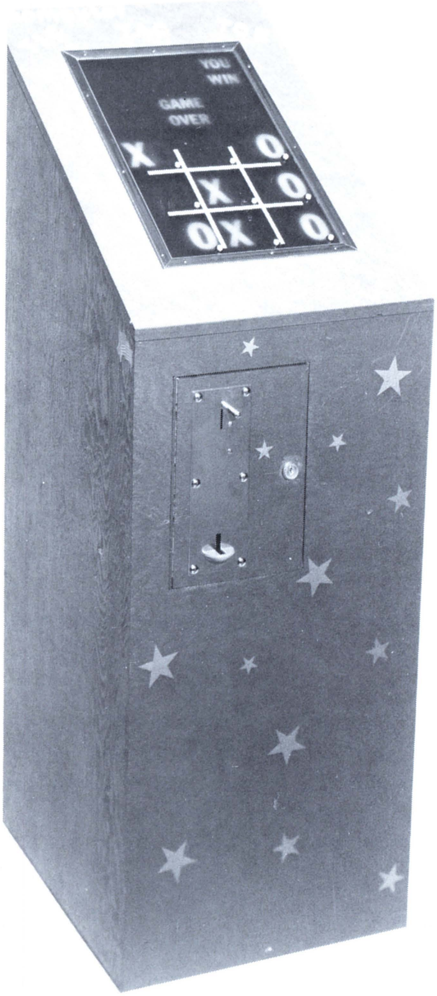
It's three strikes, you're out! in *All Star Baseball.*



From 1976, *Super-Shot*.


VIDEO FIVE
FIVE GAMES IN ONE
0270

Video Five came out in the mid '70s.


YOU WIN
GAME OVER

We got *Tic Tac Toe* in 1976.

Then in 1982 *Pac Man* taught the industry a lesson. Carl Arnett, the Santa Cruz Beach Boardwalk arcade expert, gestures to the venerable coin-op hit.

We mourn our industry heroes

We all have our heroes, those we look up to and want to imitate. The industry has lost many of those heroes over the years, and we would like to salute those that have passed away in the last 15 years. Some were young, some were old, yet all had devoted their lives to the coin-op industry.

Harry Williams and Sam Stern were two of the greats in pinball history. Both are credited with inventions and advancements on the popular games.

Harry Williams, called the father of the electronic coin game, was active in the industry until his death in September 1983. His most famous invention is probably the ''tilt'' mechanism still used today on pinball machines.

Sam Stern died just over a year later in November 1984, after devoting a half century to the industry. His last industry appearance was at the ASI show that year when his friend Harry Williams received the ''Man of the Year'' award.

Sam Gensburg, patriarch of the early pinball days, died the following year at age 85. He and his three brothers had founded Genco before Sam went out on his own and formed Chicago Dynamics.

Michael Kogan, founder of Taito in 1953, died at age 64 in 1984. His company had grown from three employees to an amusement machine empire with 2,000 employees and sales of $150 million.

Irving Kaye, founder and president of Irving Kaye Co., died in February 1977. He held various positions in the industry before founding the company that bore his name. He described himself as a ''lifelong member of the coin industry.''

David Franco, who died in January 1977, was a 49-year veteran of the in-

on a great "EX
your host CLEVELAND
TOURNA
SEA

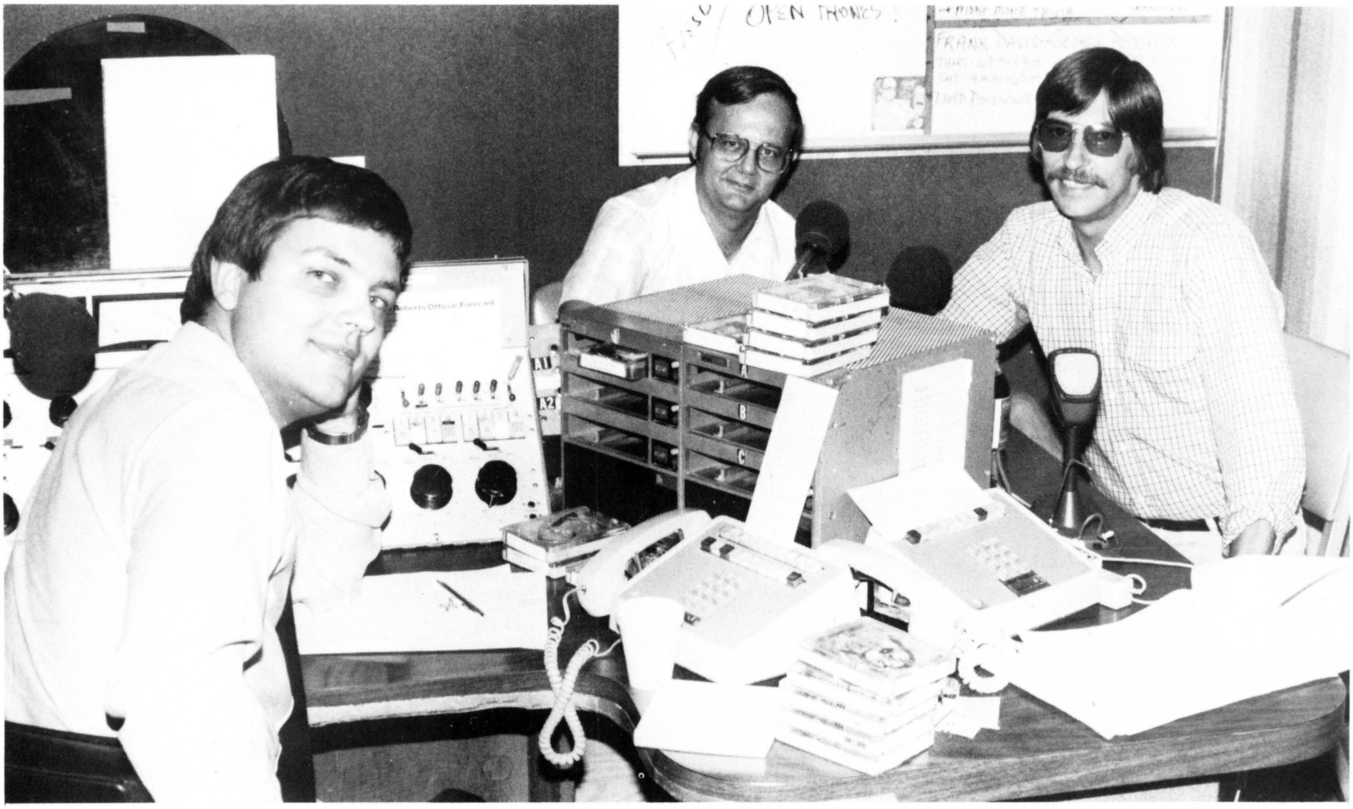
AMOA formed the Wayne Hesch Scholarship Fund after his death. Here is Wayne (l) with August Van Brackel (c) and OMAA's Paul Corey.

ELECTRONICS
DEFENDER

The late Al Bettelman (c) with his wife Leah (l) and daughter-in-law Adrea (Sandy's wife).

ARE YOUR POOR COLLECTIONS
BUGGING YOU?
GET THE
EXTERMINATOR!™

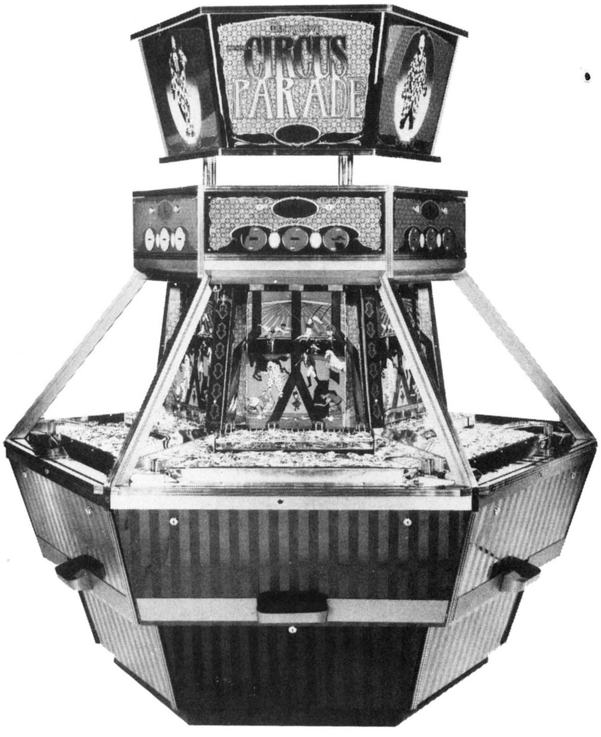
©1989 Premier Technology. All rights reserved.


OPEN PHONES !

Play Meter magazine founder Ralph Lally (r) with former editor David Pierson (c) and former music column writer Pat Matthews.

COASTAL AMUSEMENT DISTRIBUTORS *Presents* **LEVY'S SPECTACULAR BIG TOPPER**

CIRCUS PARADE

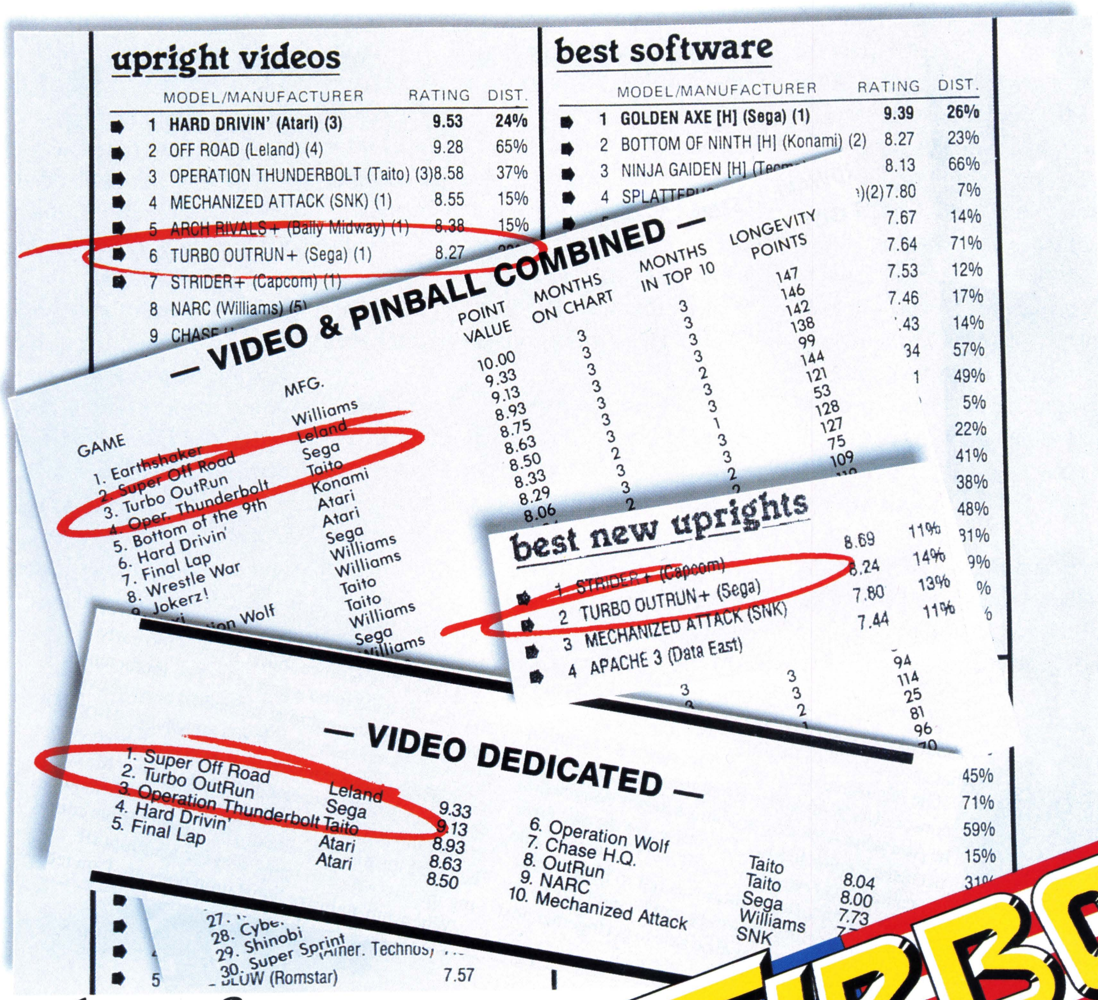


- 6 player pusher
- Duel self filling jackpots
- Full anti-cheat system
- Cosmetic excellence
- Fantastic coin display
- Ultimate in play-appeal

COASTAL AMUSEMENT DISTRIBUTORS, INC.

601 Prospect St. – Lakewood, NJ 08701
TELEPHONE: (201) 905-6662
FAX: 201-363-6329 * TELEX: 132168

Turbo Outrun™ Kits make sense.



upright videos

MODEL/MANUFACTURER RATING DIST.

1 **HARD DRIVIN' (Atari) (3) 9.53 24%**
2 OFF ROAD (Leland) (4) 9.28 65%
3 OPERATION THUNDERBOLT (Taito) (3)8.58 37%
4 MECHANIZED ATTACK (SNK) (1) 8.55 15%
5 ARCH RIVALS+ (Bally Midway) (1) 8.38 15%
6 TURBO OUTRUN+ (Sega) (1) 8.27
7 STRIDER+ (Capcom) (1)
8 NARC (Williams) (5)
9 CHASE

best software

MODEL/MANUFACTURER RATING DIST.

1 **GOLDEN AXE [H] (Sega) (1) 9.39 26%**
2 BOTTOM OF NINTH [H] (Konami) (2) 8.27 23%
3 NINJA GAIDEN [H] 8.13 66%
4 SPLATTER)(2)7.80 7%
7.67 14%
7.64 71%
7.53 12%
7.46 17%
.43 14%
34 57%
1 49%
5%
22%
41%
38%
48%
31%
9%

— VIDEO & PINBALL COMBINED —

GAME	MFG.	POINT VALUE	MONTHS ON CHART	MONTHS IN TOP 10	LONGEVITY POINTS
1. Earthshaker	Williams	10.00	3	3	147
2. Super Off Road	Leland	9.33	3	3	146
3. Turbo OutRun	Sega	9.13	3	3	142
4. Oper. Thunderbolt	Taito	8.93	3	3	138
5. Bottom of the 9th	Konami	8.75	3	2	99
6. Hard Drivin'	Atari	8.63	3	3	144
7. Final Lap	Atari	8.50	3	3	121
8. Wrestle War	Sega	8.33	2	1	53
9. Jokerz!	Williams	8.29	3	3	128
ion Wolf	Williams	8.06	3	3	127
	Taito		2	2	75
	Taito				109
	Williams				
	Sega				
	Williams				

best new uprights

1 STRIDER+ (Capcom) 8.69 11%
2 TURBO OUTRUN+ (Sega) 8.24 14%
3 MECHANIZED ATTACK (SNK) 7.80 13%
4 APACHE 3 (Data East) 7.44 11%

— VIDEO DEDICATED —

1. Super Off Road	Leland	9.33
2. Turbo OutRun	Sega	9.13
3. Operation Thunderbolt	Taito	8.93
4. Hard Drivin'	Atari	8.63
5. Final Lap	Atari	8.50
6. Operation Wolf	Taito	8.04
7. Chase H.Q.	Taito	8.00
8. OutRun	Sega	7.73
9. NARC	Williams	
10. Mechanized Attack	SNK	

27.
28. Cybe
29. Shinobi
30. Super Sprint
(Amer. Technos)
5 BLOW (Romstar) 7.57

A lot of cents.

TURBO OUTRUN KIT

Adding a TURBO OUTRUN Kit to your existing upright, standard, or deluxe type Out Run™ can move your revenue right up the charts again.

But don't wait for your accountant to tell you it makes sense. With all of its turbo-charged excitement, this low-cost, easy-to-install kit can pay for itself in record time.

The all-new TURBO OUTRUN Kit adds new play action, new scenes, greater speed, continued play, and enhanced resolution graphics to the already popular Out Run. This means one of the all-time earners will keep right on earning.

Call your authorized SEGA distributor for more information.

SEGA Enterprises, Inc., (USA), 2149 Paragon Drive, P.O. Box 610550,
San Jose, CA 95161-0550. (408) 435-0201.

SEGA®

Copyright 1989 SEGA Enterprises, Inc. (USA)

dustry. His son Rubin still runs Franco Distributing.

Wayne Hesch, who served as AMOA president, died at the age of 48 in 1983. He had been active in AMOA for over 14 years and was also a past president of the Illinois Coin Machine Operators Association. After his death, AMOA formed the Wayne Hesch Scholarship Fund.

Al Bettelman, president of C.A. Robinson, died on July 4, 1984, while attending an Independence Day celebration. Al entered the coin machine business in 1936 when he went to work for Charlie Robinson. He was a full partner three years later and in 1966, after Charlie's retirement, Al bought out his partner and became the sole owner of the company. C.A. Robinson is run by Al's wife Leah and sons Ira and Sandy.

John Trucano of Black Hills Novelty suffered a fatal heart attack and died at the age of 53 in 1984. He was a past president of AMOA and the South Dakota operators association.

Joe Ash, an industry leader for over 50 years, died at the age of 81 in 1986. He started Active Amusement Machines in Philadelphia in 1937. Although semi-retired at the time of his death, he continued to serve in an advisory capacity to the company he started. After his death, Joe's son Frank sold Active to Dave Gilfor and Paul Russell, who have just recently opened a branch office in Pittsburgh.

Dean McMurdie, founder of Circle International, died just two days before his 60th birthday in 1986. He and brother Chat had been in the coin-op industry over 35 years.

Al Simon, owner of U.S. Billiards, Albert Simon Inc., and K-Enterprises, suffered a heart attack on his way to work in December 1984. He had begun his career as an operator half a century earlier. Al's son Dick still runs the company his father started.

Clayton Norberg, next in line for the AMOA presidency, suffered a fatal heart attack in August 1982. He was instrumental in organizing the Music Operators of Minnesota and served as that group's first president. Clayton's brother Harlow and Harlow's son Tim and daughter Tami run C&N Sales Co., which was started by Clayton and Harlow's father.

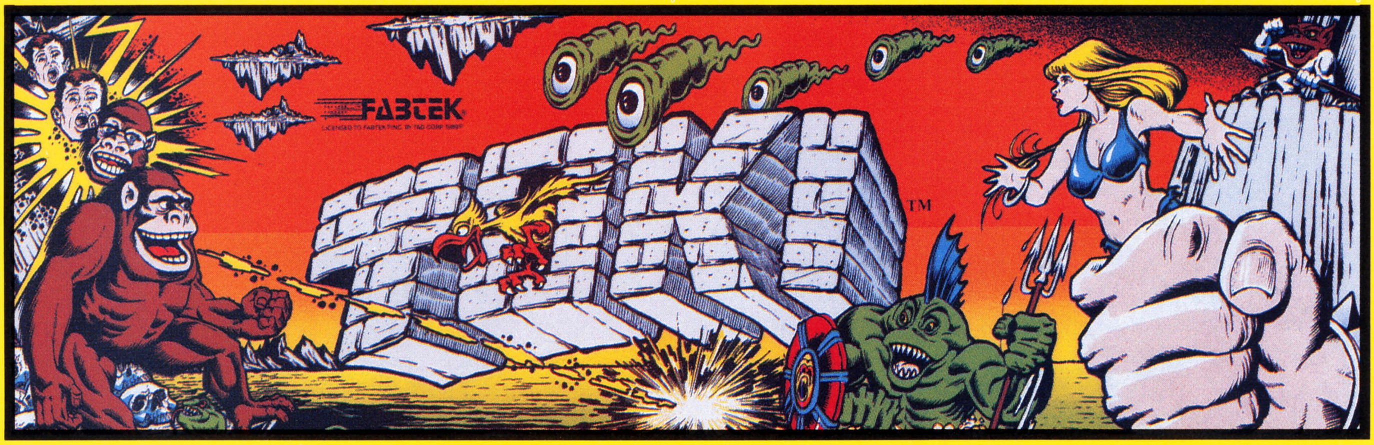
Ozzie Truppman passed away just this year. He gave the industry the DRA Price Guide, the acknowledged bible of game prices. Nephew Ted Bush, Jr. and long-time employee Dorothy McGee are continuing the tradition.

After a long bout with cancer, State Sales & Vending founder Dave Koenigsberg died at the age of 73 in 1983. After working for a dozen years as an operator, David and a partner formed State Sales in 1960. David's son Steve left a career in the medical field to assume control of the company after his father's death and is still running the company.

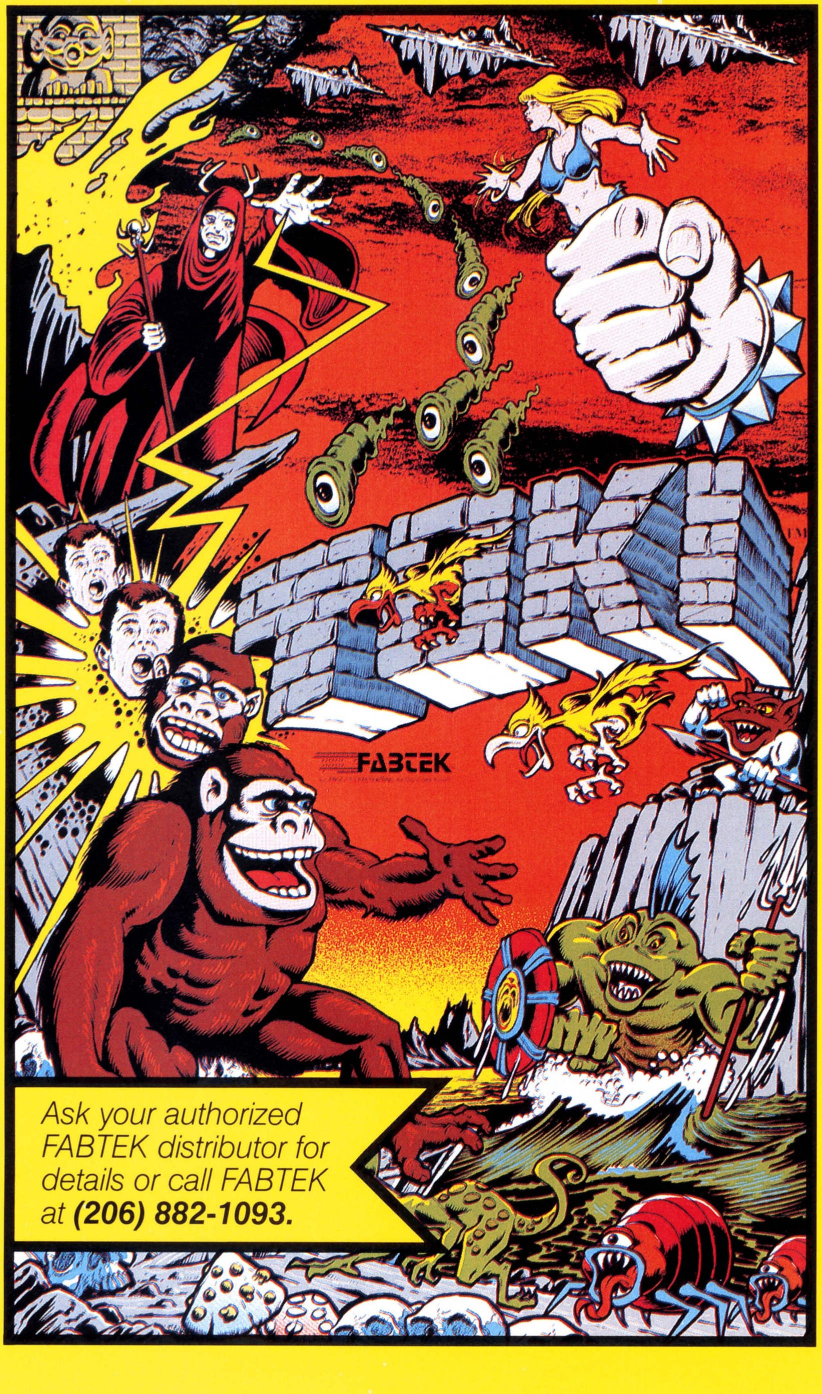
Bud Patton passed away in March 1985 at the age of 65. He followed in his father's footsteps and made the coin-op industry his career, running Patton Music after his father's retirement.

Warren Kelly was instrumental in the success of the Valley Eight-Ball National Association.

Len Schneller was the king of the corny jokes and we loved him for it! He's shaking hands with C.A. Robinson's Ira Bettelman (l).



Jump Into Adventure With Toki™ The Next Video Legend!



Ask your authorized FABTEK distributor for details or call FABTEK at ***(206) 882-1093.***

Evil powers have turned the mighty Toki into a lowly ape and kidnapped his beloved, Miho. Toki must now journey into a land of mystery to free Miho and regain his manhood.

Action, intrigue and humor abound in this exciting new horizontal game kit from FABTEK.

- *Engaging character adventure scenario offers challenging one player or alternating two player action.*
- *As a high-jumping, fire-spewing ape, Toki moves through six perilous stages of adventure on his way to free Miho.*
- *Hidden power up items boost player's fighting power.*
- *Fast-action game antics and a host of curious characters provide built-in player appeal for all ages.*

Get a jump on profits with the next video legend — Toki.

Ask your authorized FABTEK distributor for details or call FABTEK at ***(206) 882-1093.***

FABTEK®

FABTEK, INC.®
8333 154th Avenue N.E.
Redmond, WA 98052

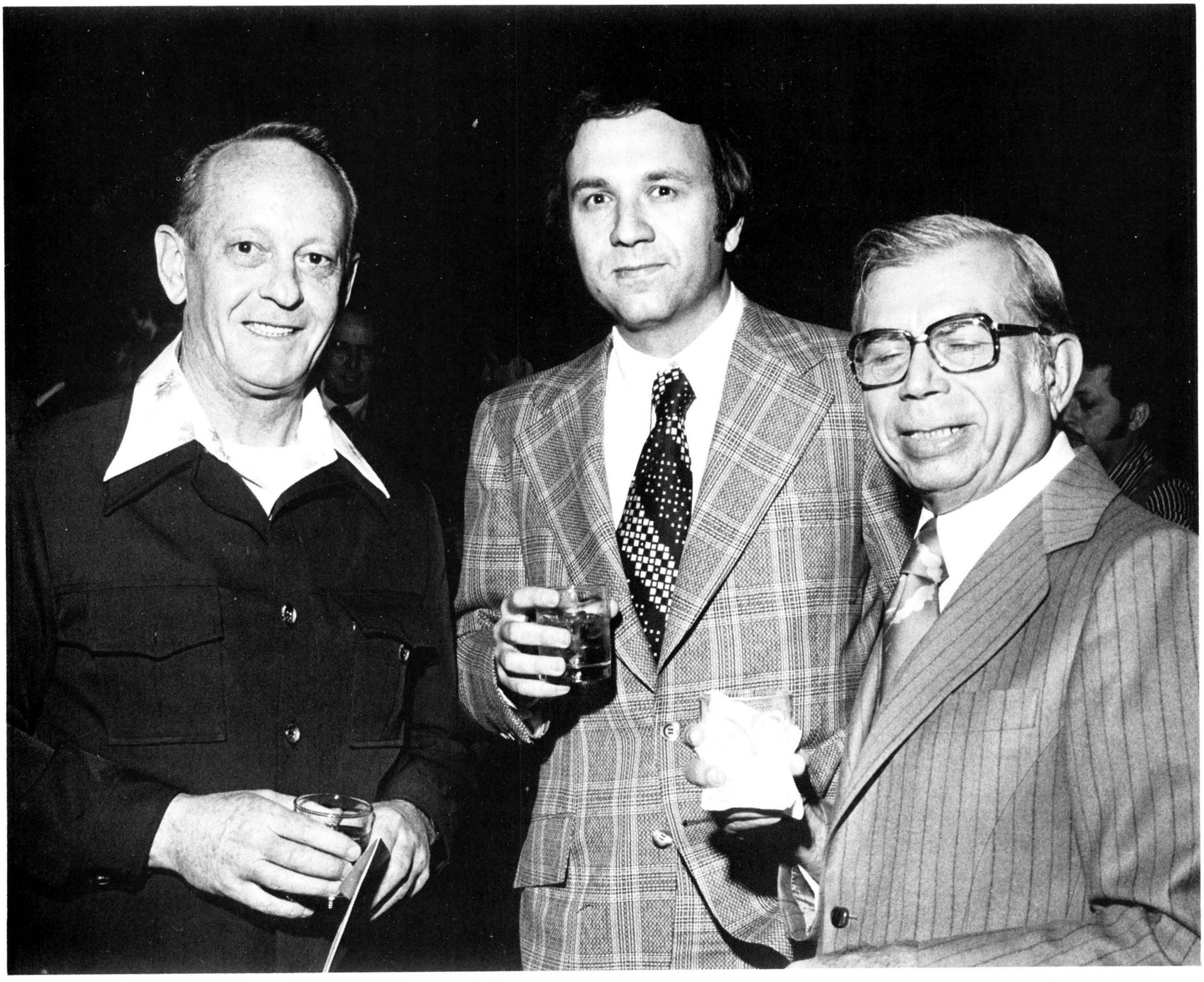
© 1989 FABTEK
Toki is licensed to FABTEK, INC.
© TAD Corporation 1989

Play Meter founder and publisher Ralph Lally died of injuries in an automobile accident in December 1984. He started the magazine in 1974 and saw it grow to become a respected industry trade journal.

The industry also lost Len Schneller, the king of the corny jokes. Who could forget the photo of his "pride and joy." He always had a smile even when he was obviously in pain. We'll miss him.

Others that have passed away in the last 15 years include Dave Solish of Dunis Distributing; Ed Shaffer, founder of Shaffer Distributing; Tommie Chatten of Southwest Vending Sales; George Miller, the first president of AMOA; Don Osborne, who began his industry career at Atari in 1977; Marvin Mitchell, president of Morris Novelty Co.; Philip Moss, president of Philip Moss & Co.; Mike Munves, called "the arcade king"; Bally's John Murnane; Frank Negri of Continental Divide; Tony Oliveri of American Shuffleboard; Atari's George Opperman; Bob Portale, head of Portale Automatic Sales; and C.B. Ross, general manager of Wurlitzer.

Also missed are Morton Secore, longtime industry veteran; Ed Shore, manager of Atlas Music; Harry Snodgrass, AMOA president; New York distributor Bob Teisine; Harley Tripp, owner of Harley's Amusements; Burnie Williams, a 37-year veteran; Ed Zorinsky; Jim Stidham; Monty Spiegel; Robert Bender; Harold Bergeron; Raymond Bosworth; Ed Bremer; Dan Brown; Paul Cohen; Gene Daddis; Al Denver, founder of the New York operators association; Richard Dugan, vice president of Empire; Howard Ellis; Earl Feddick, Valley founder; John Frantz; Reg Gilchrist; Burt Goldstein; Dorothy Gottlieb; Nate Gottlieb; Bob Griffith; Warren Kelley; Ralph Hinson; Harry Hoffman, president of General Vending Sales; Abe Susman; T.W. Hughes; Harold LaRoux; and George Jenkins, retired Bally executive. ☐



The late Joe Ash (r) with his son Frank (c) and Bill Gallagher.

AIRBORNE AVENGER

We all mourn three of our own: Don Osborne (back left), Abe Susman (front left), and Tommie Chatten (right front) with Fred McCord.

Gary Stern (c) with two industry legends: Harry Williams (l) and Sam Stern (Gary's father).

The late Dean McMurdie, a dapper gentleman of the industry.

Christopher Caire

Russell Mawdsley

As this issue marks the 15th anniversary of Play Meter magazine, we thought it only appropriate to interview Russell Mawdsley—our first Coinman Interview in December 1974. Mawdsley, who's owned Russell-Hall Inc. in Holyoke, Mass., since 1952, was serving his year as (A)MOA president when the orginal interview took place. The views of this ex-Marine are as candid now as they were 15 years ago. Moreover, it was interesting to contrast and compare his thoughts on a given subject with 15 years of hindsight.

In 1974, you cited the problems of leasing equipment and selling machines directly as being among the main ones for operators. Have these problems diminished today?

Those problems aren't as prevalent as they were 15 years ago. We don't have nearly the same competition for loans and bonuses as we did back then. That's because 15 years ago, in my area for example, we had 35 or 40 operators. There were small ones, medium-sized ones, and two or three big ones. Today, there are probably only eight to 10 left in this area. It's changed the way we operate over the past 15 years.

What would you say, then, is the biggest problem facing the industry as a whole?

More than anything else, it's a lack of any dynamite piece of equipment that would bring our video sales up. We've gone quite a while without any street pieces—not arcade pieces—that would significantly raise our dollar figures. The more dollars we get in the cashbox, the more dedicated pieces we can buy. Trying to buy dedicated games today is very, very difficult. Kits and their reduced prices have helped that considerably, but there too, you have to be careful what you buy. Another big worry for operators is return on investment. You're always fighting to keep it under control.

In 1974, with the industry abuzz over the technological breakthroughs of such TV games as *Pong*, could you have envisioned the strides to be made less than two decades later?

It's funny, I was thinking about that the other day. When I went around for AMOA and talked to the state associations—as most presidents did—the *Pong* was really in its infancy. Trivia games were becoming a big thing too. I remember telling people, "You haven't seen anything like what's going to come out technologically in the next five years. I don't know what it's going to be, but I think the electronic advances will be mind-boggling.'' That was late '74, early '75. A lot of them wondered, ''What could be more sophisticated than what we've got?''

Do you think we could ever have too much technology, in the sense that the games could be over the heads of the average player?

I don't think that will happen for the young people, the teenagers. If we get a complicated game, the ones that have a problem with it are in the 40- to 55-year-old age group. They're used to the older, simpler games and can't understand it. I can bring my grandchildren in on a Saturday morning, show them a new game, and within 15 minutes they've figured out how to play it. Of course, a lot of the kids today have computers in the home.

We have to get more pieces like *Capcom Bowling* for locations where there are older players. Otherwise, we could lose that age group for customers.

In your original interview, you were confident that the $8 licensing fee for jukeboxes would satisfy the performing rights societies. I guess you were surprised to watch it shoot up to $25 so soon afterwards, reaching the present $63 level. Where do you see this controversy headed?

We had to accept the $8; we had no choice. Going back to that time, we were told by Congress to either sit down and negotiate an agreement within a specific time frame, or else they would do it for us. We settled on $8, because the two sides couldn't come to any other agreement for royalties.

I always felt that the $8 would be a starting point, that there wasn't a hell of a lot we could do about it. It has been proven that the figures they're using to justify raising the fees are exorbitant and not realistic. The number of phonographs out on location has been affected by all of this. In our firm, we've removed 30 or 40 jukeboxes in the last five years. These were marginal boxes that we could've kept around if the fee wasn't so high. It simply wasn't profitable to keep them with a $63 fee attached.

The two sides are negotiating now. They hope to reach an agreement by the end of the year, so that operators will know where they stand for 1990 and beyond.

I've heard that the societies were seeking a figure as high as $250 per machine. Surely they can't expect AMOA to agree on such a tremendous increase.

I haven't heard that figure, but I wouldn't be surprised at any figure they throw out. As much information as we've supplied to the royalty tribunal and everyone else, I don't know why they keep thinking the phonograph generates tons of money. It's just not true. I can't see AMOA settling for a figure like that. It would be too out of line.

Speaking of jukeboxes, how do you feel about the CD jukebox? Have you converted many of your locations from vinyl to CD?

We've got about 10 of the 45/CD combo boxes out for experimental purposes, along with a few of the dedicated CD phonographs. We're looking at CD boxes very closely; to stick our heads in the sand and not realize that the days of the 45 are numbered would be foolish. That doesn't mean we won't have 45s next year, but I would bet that within five years you won't see many of them coming out. Next year, our firm will begin making substantial purchases of CD jukeboxes. Hopefully, we can complete the change-over in the next four or five years.

Is Russell-Hall still into cigarette and full-line vending?

We sold the food service portion off about 10 years ago to one of our friendly local competitors. It worked out well; our people went to work over there, and we kept cigarette vending, music, and amusements. We've since bought a number of smaller companies and expanded our route. Also, we've recently gotten into pay telephones.

How have your cigarette revenues been lately?

Our unit sales per location are down. We're operating about 20 percent less

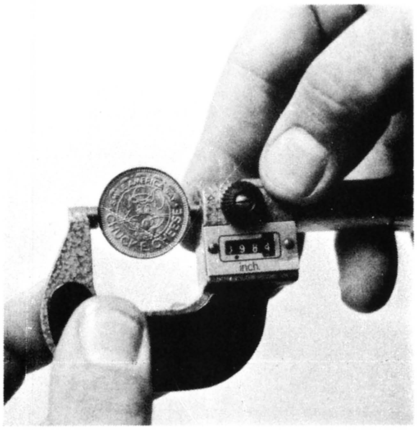
"Quality is Our Family Tradition"

HOFFMAN & HOFFMAN

TOKENS

800-227-5813

IN CA 800-227-5814



Quality control personnel at Hoffman & Hoffman checking diameter of token with micrometer

- Immediate same-day shipment on stock tokens
- Quality artwork and design service at no charge
- Hoffman & Hoffman tokens are minted under the most rigid quality control standards.
- We match Old World craftsmanship with advanced technology.
- Hoffman & Hoffman has the best prices and fastest delivery for stock or custom tokens.
- You can buy the best tokens for less. Check our prices and see.

HOFFMAN & HOFFMAN
P.O. Box 896, Carmel, CA 93921

machines than we had three or four years ago. I attribute it to increased taxes and the manufacturers going up on their price twice a year. The average price in this area is $1.75 to $2 a pack. When the convenience store can sell them for $1.50, it hurts our sales tremendously.

Another factor is the education process that's taken place, pointing out the effects of smoking. To not recognize the Surgeon General's report would be stupid.

Fifteen years ago, you said the industry's image was improving. How would you rate coin-op's image today?

I think it has improved a thousand-fold in the past 15 years. Back then, we were trying to come out of the closet, in a sense. A great effort was made by AMOA and state associations to let people know what our industry was about. The public needed to know that we were businessmen, just like anybody else.

The proliferation of video games has probably had something to do with it, in that everybody was talking about the games themselves—whether they were good or bad—and not the people who were operating them. Parents saw that our games didn't hurt the young people.

But when you get down to it, it's the *people* in the industry that make it stand so tall. I have no problem with our image in the community. I belong to Kiwanis and have been president twice, as well as being involved in charitable functions around the community. Many other operators do the same in their communities, and it's a smart thing to do. It's important to let people know that you're no different than they are. Our business is just like theirs: if we don't watch what we're doing we'll go out of business.

Then you think the tired old attitude—"He's in that industry, he must be a racketeer"—is dead?

They played that tune for so long; it goes back 25 or 30 years ago. Slot machines were in the back of a dark room, and so forth. But God, we haven't seen that for the last 30 years, probably even longer. What gets me is when somebody says they're in the food service industry, and someone tells him. "Oh, you're in the slot machine business." What could be further away from slot machines than food service? But honestly, we don't get much of that today.

So getting involved in the activities of a community can only be to an operator's benefit?

Absolutely, absolutely. I'm sure that taking an active interest in the community was a big help in expanding the food service industry in my area. Trying to make a sale with the president or purchasing agent of a large firm was easier because they knew who I was through being involved with the community. This not only benefits me but the industry as a whole.

But that's easier said than done, isn't it?

Well, in pinball, most everyone has changed from a five-ball machine to a three-ball machine, which speeds the game up. We've experimented with 50-cent play; it's done all right in some places, but other customers have shied away because they think it's too big of a jump from a quarter. They (location owners) get a little upset when their take is down. I'd rather get $50 a week from 50-cent play than the same $50 on 25-cent play, because there's less wear-and-tear on the machine.

But it has got to come. The best way to bring it about would be if we got another dollar coin.

> *"I don't think the dollar coin is dead, but trying to get something like that passed takes a lot of lobbying and a lot of work."*

A topic dwelled on in your first interview was commission arrangements and the need for change. Has there been sufficient change in this area, in your opinion?

I don't think we've come as far as we should have. I would like something better than a 50-50 arrangement. There aren't too many operators in my area who've done much to change their commission arrangements, although with CD jukeboxes, operators have had the opportunity to change their music commissions. I believe they're afraid of the competition, of somebody coming along and offering a location a 50-50 set-up instead of their 60-40. But the entire operating industry needs to come up with a better commission arrangement. With the cost of equipment today, something has got to give.

We've always tried to maintain a better commission rate on music and still do. Like everyone, we've had some problems losing customers when the competiton comes in and offers a better commission rate. But that's all part of the game.

We also haven't come far enough with increasing the price of our vends . . .

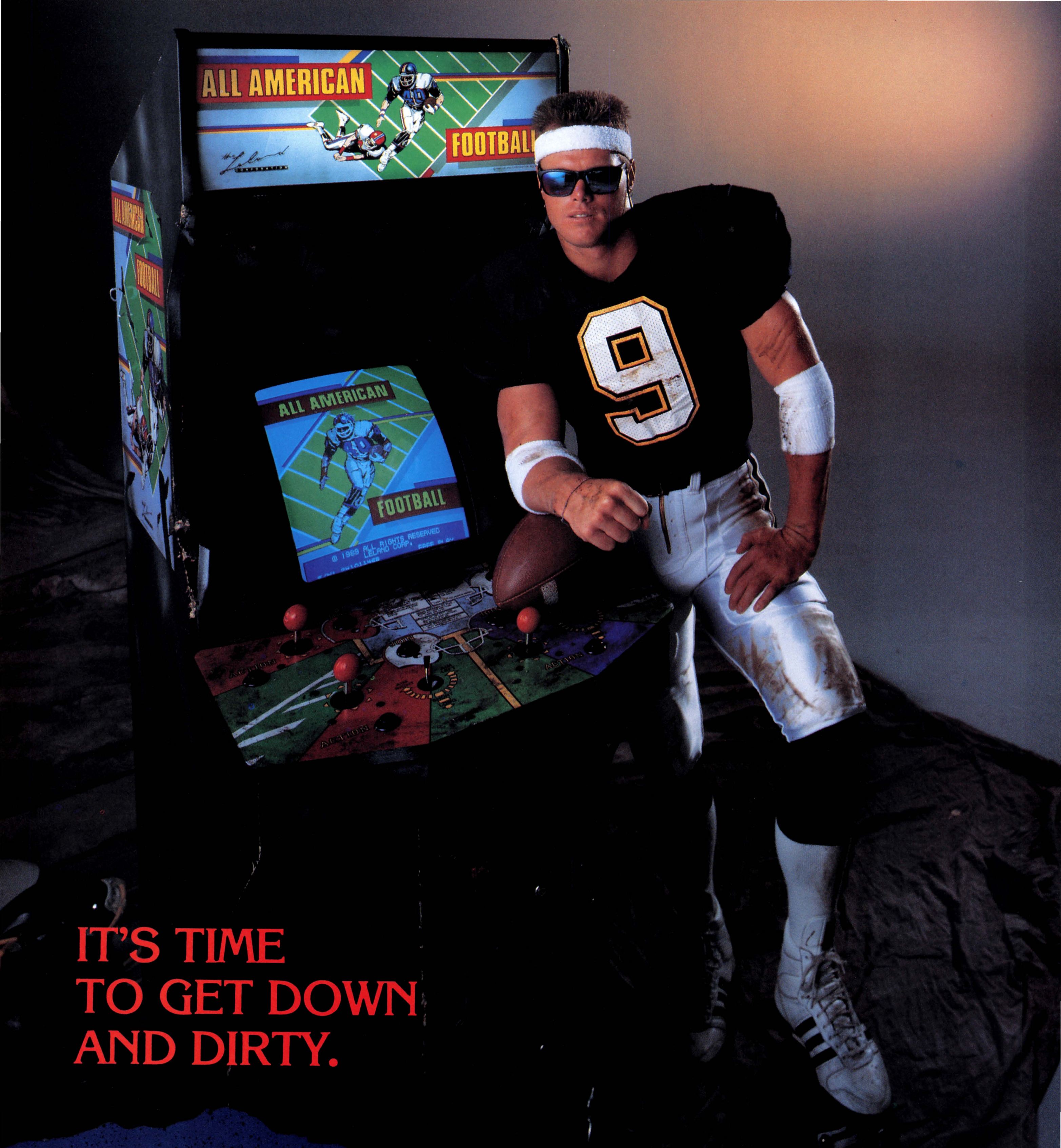
I was about to ask you about that. Do you think the industry is ever going to get this promised savior, and if so, when?

If we could get a dollar coin and make it three or four plays for a dollar, we'd have a wonderful opportunity to finally get the price-per-play up on all types of coin-op machines. But without the coin, raising prices has been difficult. Some of us have increased the price on pool tables to $1—four quarters instead of two—but it's extremely difficult to do.

I don't know what the odds are for us getting the dollar coin, but I know AMOA has worked like the devil to try to get action moving on it. I don't think the dollar coin is dead by any means, but trying to get something like that passed through Congress takes a lot of lobbying and a lot of work.

The flop of the Susan B. Anthony hasn't helped, either.

That's true, but strangely enough, a lot of us in the industry worked with the Susan B. Anthony. We'd go to the bank and buy $1,000 worth of Anthonys for our collec-


ALL AMERICAN
FOOTBALL
ALL AMERICAN
FOOTBALL
© 1989 ALL RIGHTS RESERVED LELAND CORP.
FREE PLAY
ACTION
ACTION
ACTION
9

IT'S TIME
TO GET DOWN
AND DIRTY.

ALL AMERICAN FOOTBALL.

NOW AVAILABLE IN A UNIVERSAL CONVERSION KIT
AT YOUR NEAREST LELAND DISTRIBUTOR.

THE LELAND CORPORATION • 1841 FRIENDSHIP DR., EL CAJON, CA 92020 • 619-562-7000 FAX 619-562-9468 tors to take around. A location would be sold $10 to $20 worth of these coins, because many of our phonographs took them. But in the end, we weren't able to get the locations to accept the Susan B. Anthony. If ever we get rid of the paper dollar bill, we'll have a real opportunity with the dollar coin.

Getting back to video games, do you forsee some other segment of equipment—novelties, for example — grabbing a piece of the video game pie?

I think new technology will come along and bring about some changes to video games. But even so, video games will be here to stay for quite a long while. We do need some developments in game themes, though. There's been so much of the karate stuff, fighting, wrestling, and things of that nature. I couldn't tell anybody what it is we *do* need, but it has to be a complete change from what we've had lately.

One change I do forsee, throughout the whole country, is legal gaming playing a larger role in the industry. More and more states are going to be looking for ways to raise income without increasing taxes. It's inevitable that in the next five years, gaming will play a very important part in the coin-op industry. I'm not just talking about video draw poker; I can see gaming in the sense of Skee-Balls and shuffle alleys giving out prizes. We may even see video games with ticket dispensers on them, with the opportunity to collect tickets for prize redemption.

Gambling no longer seems to be as frowned upon by governments, with so many states either implementing or considering a lottery.

Oh, certainly. Legalized gambling is no longer the dirty word that it once was. Look at the state of Massachusetts, for example. We have the highest percentage of people playing the lottery than any lottery state in the country. The jackpot for this week is $40 million; you can't get near the ticket sellers. So unless I'm way off base, I predict gaming—in whatever form—will become a big part of our industry in the forseeable future.

Has there been any push lately to legalize video pokers in Massachusetts?

To my knowledge, there's nobody working on it right now, as far as doing preliminary work or introducing bills. We did look at it very seriously a few years ago, but the climate wasn't right. It never got any further than a group of people trying to put something together. Timing is very important, and the climate is probably better now than it's been in some time. Maybe I should get off my butt and do it.

Did you ever think the industry would become so Japanese-influenced?

No, never. But then again, the whole country has become influenced by Japan and Japanese products. That's always been—I won't say a dislike—but I would have preferred to see the technology and machines come from this country. Costwise, I guess we just weren't able to compete with them. They dominate the video game portion of the industry, but pinball manufacturing remains predominantly American.

Our balance of trade with Japan is way out of whack. It's a good thing I'm not president, because I would really fight the Japanese over the trade embargoes that we have. But I think we'll be able to get off our duffs and turn this thing around.

How do you stand on the issue of home games?

Any fallout we've had from home games is gone by the boards. It happened right after the peak of the video game business, and now every kid it seems has a unit for the home. I'm sure if there were none at all, our income would be up. But we have to face reality; they are out there.

I think the kids will continue to play the games at home, but they'll still go to the malls and arcades to see what's new and play the new games. If we have good, interesting games, the kids are going to leave the home to play them. It's like watching a football game or baseball game on TV: it may be interesting, but being at the ballpark is a different feeling altogether. Going to an arcade and getting the high score while the friends are gathered around is an ego trip for kids. But if you get a high score at home with nobody else around, who the hell cares? It's like shooting a hole-in-one by yourself; nobody is going to believe you.

Do you think AMOA takes enough of a stand on issues critical to the industry?

I think AMOA is involved to the extent that they are right out there on every issue. They are on top of things more today than ever before. That's probably because there's been so much legislation nationally and statewide; people have to get involved and know what's going on. AMOA has become much more of a leader than they were 15 years ago. It's not that there wasn't any leadership then. It's because the industry has changed completely. There's so much for the president and the officers to keep track of.

Back when I was president, one of my goals was to increase the membership. At the annual expo in Chicago, we had reached 999 members. I collared a guy from Maine who had been to every convention but wouldn't join. Myself and two other guys dragged him by his arms and made him join so we could reach 1,000 members!

In the last eight or 10 years, there have been so many young people who've come in and made big contributions to the industry. Take AMOA; a lot of the guys in there for years and years, in their late '60s and '70s, are no longer around. We're getting younger people coming in who are better educated business-wise. I'm amazed at some of the new AMOA officers. Fifteen years ago, a lot of the operators operated by the seat of their pants. Because it was a cash business, we could live. If we had had accounts receivable, we would have probably been dead.

Are you in favor of electing a new president yearly?

Yes, definitely. It's very important to do that. When the association started out many years ago, we had one guy who remained president for a number of years. I don't think that's good in any organization. When you maintain the same person

A younger Russell Mawdsley, circa 1975.

for so long, you have no new thoughts coming in. It becomes his association. With all of the young people getting involved in AMOA, I can see nothing but good leadership in the years ahead.

Speaking of getting involved, it would seem that operators should at least belong to their state associations, considering the amount of crippling legislation that is considered every year.

Absolutely. You've got to sit down with other operators and forget that they might have stolen a location, or vice versa. Our state association has a lobbyist who runs back and forth to Boston and keeps us abreast of the bills. There isn't a year goes by that we don't have nine or 10 bills affecting our industry, one way or the other. If we didn't have a state association or a lobbyist, I'm sure some of the bills would pass and put us out of business.

For the life of me, I can't understand how there are operators out there who refuse to join their state association or AMOA. They are looking for a free ride, in my opinion. Unfortunately, these same people are the first ones to call me or someone else who's involved and say, "Hey, what's going on? That bill is going to kill me. Why didn't the association tell me they needed money!"

In closing, how has your business changed over the last 15 years? For example, have you computerized?

I was the biggest guy to fight computers. My son was in the business, and when we finally got one, he was in charge of computerizing the operation. We bought the same software that Jack Kerner's company, Melo-Tone Vending, uses. After about six months, everything fell into place. We are now completely computerized as far as printing up slips, putting all of our information on it, sending out commission checks, figuring depreciation, and just about everything else we want. It's gotten to where I can even understand some of the reports. I think any fair-sized operator who doesn't have a computer with a good software program should consider it. They're expensive, but they give you a lot of information and keep you up to date better than the manual method.

My son no longer works in the business; he's now a lawyer in Springfield. As for the size of the business, if you compared music, games, and cigarette vending now and 15 years ago, we've grown by between 300 and 400 percent dollar-wise. As I said, we sold off the food service portion, but over the years we've acquired some smaller routes.

How much longer are you going to stay in the business?

Well, I've been in the business since 1938, when I was a kid. I started working in it full time in 1946, after I got out of the Marine Corps. Frankly, I don't know anything else. Sure it has its drawbacks, but I've enjoyed it. This business has been good to many of us. I'm not quite ready to pull the plug yet. My wife wouldn't let me, anyway. She'd say, "Get the hell out of the house!" ☐

HAHA
HAHA
HAHA
HAHA

If this is your token manufacturer's response to your request for complete, on-time fulfillment of the token contract, it's time you called

ROGER WILLIAMS MINT

Fast, low-cost dependable service to accompany our superior quality tokens.

Call Roger Williams Mint today. Because poor service is no laughing matter.

Roger Williams Mint™
79 Walton Street, P.O. Box 1038
Attleboro, MA 02703-0890
Toll-Free 1-800-225-2734
In Massachusetts call, (508) 226-3310

Roger Sharpe

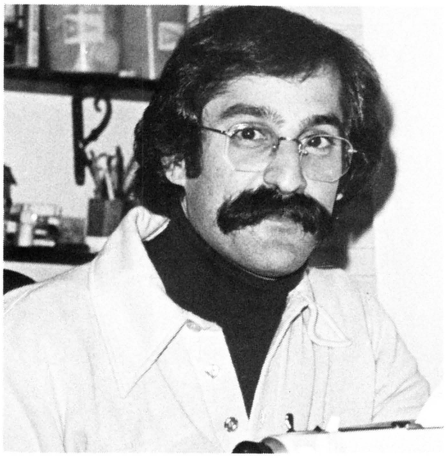
Through the looking glass: a ''Critic's Corner'' retrospective

I've never been a great judge of time. You can ask Valerie and the rest of the gang about deadlines over the years—and my last minute hurry-up efforts. But it was a shock to realize that 15 years has passed so quickly.

It seems like only yesterday that I was in Stevensville, N.Y., for a state trade show, when Ralph and I began talking about my doing more writing for the magazine—specifically, the idea of reviewing games. I had written a few stories for the magazine back in 1975, and by November of that year the magazine had launched a column called ''Play Meter Plays The New Games.'' The content was basically a simple overview and impressions of newly released equipment.

Ralph and I got to talking about game reviews. Actually, our conversation began in the resort game room, after the show had closed down for the day. As was my custom in those days (and still is today), an entire day devoted to playing games was only a warm-up for continuing the assault. And the game room had a couple of decent pinballs. Anyway, Ralph joined in, and after a few games we moved our conversation to a deserted dining room that was dimly lit. We went back and forth about my writing and the type of columns and features that I might be able to contribute to Play Meter. Ralph also focused on my diligently fanatical obsession with games, particularly pinball.

He suggested that I think about taking over Critic's Corner, as it had become known; we batted around what this could entail. As I said earlier, the meeting feels like it only just happened and is still fresh in my mind. We went over the content, approach, and format as I began to explain what it was I wanted to do.


A young Roger Sharpe diving into another round of Critic's Corner.

Simply stated, I wanted to come up with a rating system and a way to offer unbiased critiques of games as they became released, so that operators might have a starting point from which to pursue their investment decisions. What I had witnessed up to that point was individuals who would go into a distributorship and just buy ''x'' amount of equipment, not really taking a deliberate approach to what might make the best return on investment. I felt that maybe I could impart some information to get everyone thinking about each piece.

Well, Ralph was game, and with pinball being the hot property at the time—not to mention my interest in the subject—we decided to focus only on pinball. The advance lead in from the magazine was as follows:

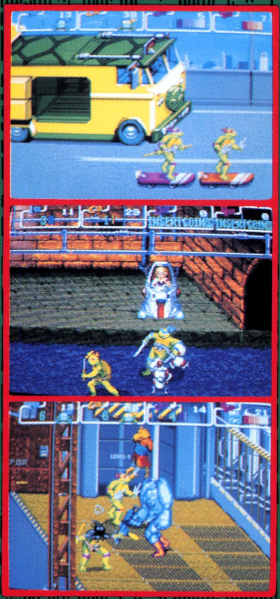
''... *The best judge of a pinball is a seasoned player, and such a player is Roger Sharpe, author of The Pinball Book. We can think of no other person more qualified to render an unbiased, professional opinion on the new pinballs. We're looking forward, beginning next month, to his contributions to this new department of Play Meter, and we hope you are too.*''

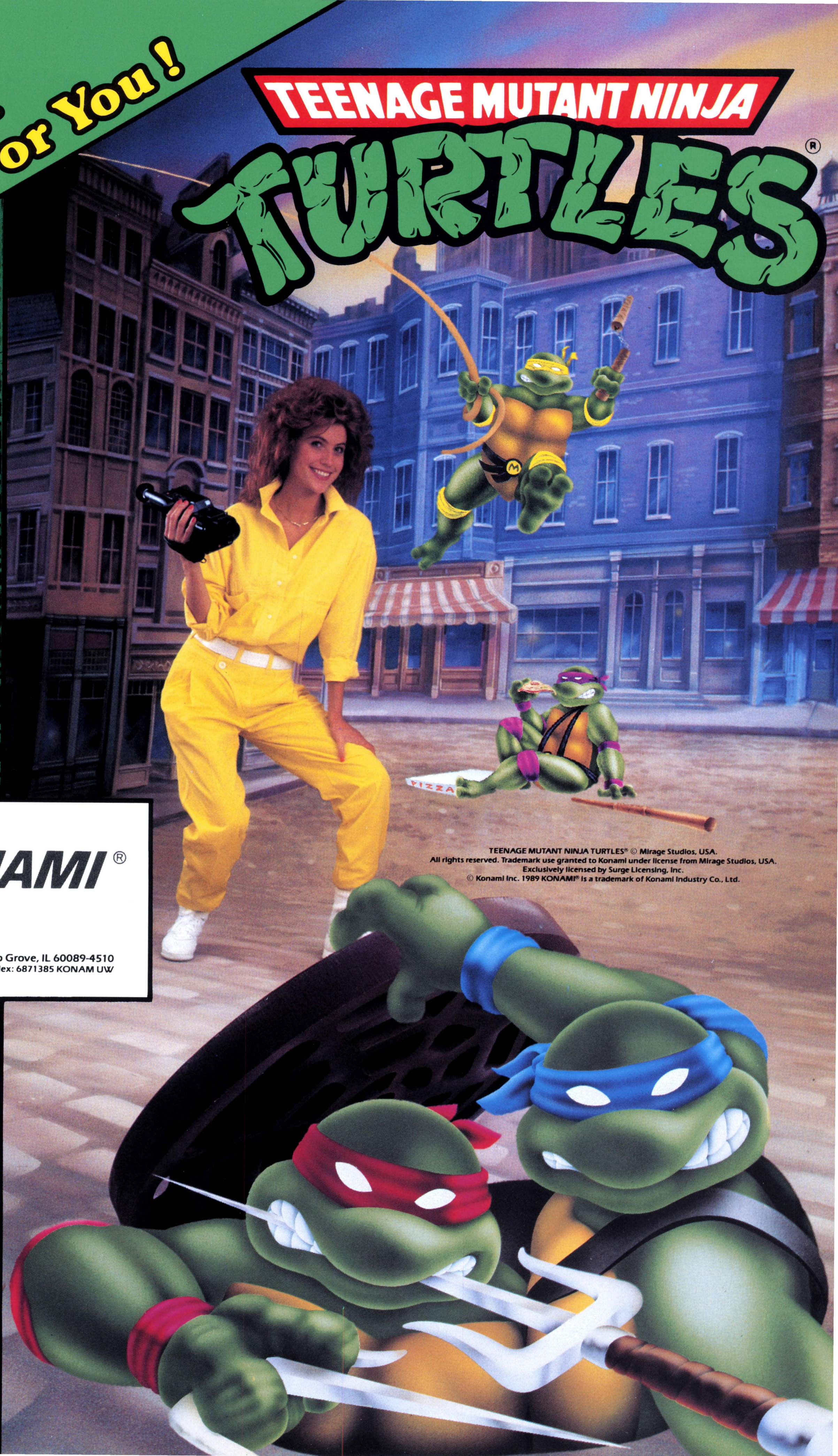
And so it was that in July 1976 I put pen to paper for the first installment of Critic's Corner. For those who were around back in those days, maybe the memory isn't as vivid as it is for me, but I got holy hell for doing the column. Ralph got blasted from all different directions, with threats of advertising being pulled and all the rest. It was as if I had poured kerosene on an open fire. The rating system was questioned; everything was knocked down and dragged out over the couple of month's lag as I merrily did more reviews.

When I finally realized the storm that had been created, I talked to Ralph and told him I understood if he wanted to stop the column. I could go back to writing about whatever and let him get back to running the magazine, rather than answering the phone calls and mail. I told him I understood if we couldn't continue. But Ralph was a special kind of person who had his own vision of what he wanted the magazine to represent to the industry. We may not have always agreed on certain

Put TURTLE POWER To Work For You !

TEENAGE MUTANT NINJA TURTLES®





TEENAGE MUTANT NINJA TURTLES® © Mirage Studios, USA.
All rights reserved. Trademark use granted to Konami under license from Mirage Studios, USA.
Exclusively licensed by Surge Licensing, Inc.
© Konami Inc. 1989 KONAMI® is a trademark of Konami Industry Co., Ltd.

KONAMI®

KONAMI INC. • 900 Deerfield Parkway • Buffalo Grove, IL 60089-4510
Phone: (312) 215-5100 • FAX: (312) 215-5144 • Telex: 6871385 KONAM UW

- DEDICATED UPRIGHT
- HORIZONTAL MONITOR
- BUY-IN FEATURE
- CONTINUATION FEATURE

TEENAGE MUTANT NINJA TURTLES®

EAT NINJA PIZZA
1891

Description:

Cowabunga! The Teenage Mutant Ninja Turtles have arrived! The heroes in a half-shell, Leonardo, Raphael, Donatello, and Michaelangelo, are rockin' and ready to take on their archenemy, Shredder.

Their radical rat mentor, Splinter, trained the teens to be experts in the art of Ninjitsu. Each turtle has his own area of expertise. Leonardo, the level-headed leader of the green guys, wields razor-sharp katana blades. Michaelangelo, the party dude extraordinaire, whirls nuchakus at blistering speed. Donatello is a wizard with machines, as well as his weapon, the bo staff. Raphael, the wild boy of the bunch, channels his raw energy into brandishing a lethal pair of sai.

The fearless Turtles begin the game on a mission to rescue their companion, ace reporter April O'Neil, from a burning building. They battle the flames and the evil soldiers of Shredder's Foot Clan, only to have April abducted by Shredder himself. Splinter, their Ninja master, has also been kidnapped. Laughing in the face of danger, the Turtles boldly set out to save their friends and find the secret headquarters of Shredder and the Foot Clan, the Technodrome. The Technodrome also houses Krang, the brain behind the entire evil organization.

Not only are the boys being attacked by the Foot Clan soldiers, but Shredder's henchmen Bebop and Rocksteady are also out for turtle blood, The Turtles make their way through various streets, alleys, and sewers using whatever means they can—on foot, by jet-powered skateboards, or via the party van. Once they rescue April and Splinter, the guys go on to find the Technodrome. But even if they succeed in blowing up the Technodrome, there is no guarantee that Krang and Shredder have been destroyed with it. The demented duo may have escaped to Dimension X, where no one can find them, to hatch more heinous plots against the Turtles. However, as long as our heroes have breath in their bodies, you can bet no one will make turtle soup of them!

- **DEDICATED UPRIGHT**
- **HORIZONTAL MONITOR**
- **BUY-IN FEATURE**
- **CONTINUATION FEATURE**
- **PLAYER CONTROLS:**
  - 8 WAY JOYSTICK
  - JUMP BUTTON
  - ATTACK BUTTON

KONAMI®

issues, but Ralph, if nothing else, did have a definite mindset. He stood by me as we tried to weather the storm.

Ralph truly felt there was value to what I was doing. He believed that the magazine should be an open forum and encouraged me to continue. Well, obviously I did. In fact, I wrote Critic's Corner on a regular basis for over 10 years and wound up expanding it to include video and other types of equipment as time wore on.

Now, reviews have become something of a given in our business. And, most definitely in the arena of home market consumer publications, reviews are a lifeblood by which many evaluations are made in regard to purchasing decisions. Back then I never thought of Ralph and I as being trailblazers. But time tended to heal all wounds. For Critic's Corner, the task was always a fervent labor of love.

When Valerie approached me about contributing something to this special issue, we set our sights on Critic's's Corner and the thought that maybe I could do a review of how I measured up over the course of time. Maybe I could even give a listing of the hundreds of games that I scrutinized to see if the ratings were on target or off the mark. Hindsight is a great indicator.

> **"Ralph also focused on my diligently fanatical obsession with games, particularly pinball."**

The next task was to get copies of all the columns from the beginning and have me weed through them. Getting a fairly hefty package in the mail brought light to just how much writing I had done over the years. The process of going back through everything was enlightening, to say the least. That's because Critic's Corner was never just a game review column, but also a forum for general commentary, my observations, and analysis of what might be taking place at a given time.

So rather than just give the numbers, I asked Valerie to indulge me this time with some of the things that I was struck by in re-reading my old writings. Some of the things were rather telling about the different states of the industry; they proved to be a microcosm of the events that have taken place within it. Hopefully, this trip down memory lane will rekindle some of the same reactions in you that it did for me.

Due to deadlines and time concerns with business and life in general, I plan to slightly cop-out on my original agreement with Play Meter and do this as a two-part story—three parts if I keep as long-winded as I have always done.

One commentary that I discovered in the November 1976 issue was a brief mention of the MOA convention that had taken place in the Chicago Conrad Hilton:

"Well, the 1976 edition of the MOA has come and gone. And if we are to remember

Betson Presents

KLONDIKE

The Quality of Crompton in a Single Player Pusher

- Vibrant Graphics
- Full Tilt Alarm System
- Fully Metered
- Jackpot Feature
- Skill Stop
- Token or Ticket Payout (Also available with one ticket payout with each coin in feature)

Dimensions:
Length 26"
Width 31"
Height 63"
Weight 440 lbs.

For redemption & novelty...think Betson!

BETSON ENTERPRISES
DIV. OF H. BETTI IND., INC.
6 EMPIRE BLVD., MOONACHIE, NJ 07074
IN N.J. (201) 440-2200 • TOLL FREE 1-800-524-2343
FAX (201) 440-4463

BETSON

For information call today 1-800-524-2343
Ask for John Margold or Roy Werts in Redemption sales.

HOTTER than the Chicago Fire!

Hot products, hot programs and hot times make the 1990 American Coin Machine Exposition the hottest showing of coin-op products and people in the industry today!

HOT PRODUCTS

A sizzling spectacular of hundreds of the year's latest products await you at the Hyatt. More than 150 manufacturers of coin-operated amusement products come to your rescue with answers and solutions to the products, services and technologies that help you climb the coin-op ladder to success. What's more, a full twenty-hours of show time is devoted exclusively to exhibits to let you see the people and products you most want to see!

HOT PROGRAMS

Seminars that help operators put out the fires and pump up the profits are here to save the day! Pinball and jukebox clinics, video technical and management seminars; industry and legislative updates — these are just a sprinkling of the topics that give operators the necessary tools and training to run their routes and locations more effectively — only at ACME!

ACME 90

HOT TIMES

When manufacturers, distributors and operators get together, there's sure to be some hot times in the Hyatt this spring! The AAMA Charitable Foundation Banquet, the All-Show Cocktail Party, Operator's Complimentary Coffee Service, and a full-spectrum of Guest Programs for families and friends of showgoers are sure to heat up your days and nights at ACME!

If **YOU** want to find out what's hot and what's not, catch the coin-op fever at ACME '90! Don't delay — Register Today!

SPONSORED BY:
The American Amusement Machine Association and Play Meter Magazine

MANAGED BY:
William T. Glasgow, Inc.
16066 S. Park Ave., South Holland, IL 6047
Phone: (312) 333-9292
FAX: (312) 333-4086

Friday, March 9 · Saturday, March 10 · Sunday, March 11 · Hyatt Regency · Chicago, Illinois

$AVE $AVE $AVE and register to attend the 1990 American Coin Machine Exposition at a special discount rate!

PRE-REGISTRATION: $15.00. ON-SITE REGISTRATION: $20.00.
NOTE: $10.00 FEE TO REPLACE LOST BADGES. NO EXCEPTIONS.

Minors under the age of 19 will be admitted provided they have paid their registration fee, and are accompanied by a badge-bearing adult.

MUST BE RECEIVED BY FEBRUARY 1, 1990.

Housing forms, travel information, seminar registration materials and complete schedule of events will be sent separately.

Complete and return the coupon below with your check for $15.00 per person (U.S. currency), made payable to AMERICAN COIN MACHINE EXPOSITION, 16066 SOUTH PARK AVENUE, SOUTH HOLLAND, IL 60473 USA.

Name ____________________

Title ____________________

Firm ____________________

Street ____________________

City ____________________ State ________ Zip ____________

Country ______________ Telephone ______________ FAX ______________

Only 21 characters including spaces will appear on your badge

Check below your business classification:

1 ☐ Exhibitor
2 ☐ Manufacturer
3 ☐ Distributor*
4 ☐ Arcade Operator
5 ☐ Route Owner/Operator
6 ☐ Operator (Other) ____________ specify
7 ☐ Technician
8 ☐ Trade Press
9 ☐ Other ____________ specify

***DISTRIBUTORS ONLY**
I am the authorized distributor for the following lines:

1. ____________
2. ____________
3. ____________

TM

it for anything special, the things that would stand out, besides a roving robot that talked, would be the pinball machines—both the ones that were on display and the ones that didn't make it. (An obvious reference to those models shown in private suites.)

Over 20 pins were played with reckless abandon by operators, distributors, designers, engineers, salesmen and, of course, this writer. We were all trying to assess the relative merits of the games that may well grace your arcades later this winter and next spring.''

Yes folks, that's no misprint: 20 different pinball machines at a single trade show! There were models from the domestic manufacturers, but also an outpouring from foreign companies hoping to catch lightning in a bottle and tap into the pinball boom. Among the companies were Allied Leisure, Bally, Chicago Coin, Gottlieb, Williams, Recel, AMI, Zaccaria, Playmatic, Sega, Sonic, and more.

''And so it was that in July 1976 I put pen to paper for the first installment of Critic's Corner.''

If this wasn't the beginning of the golden era for pinball proliferation, then the next year or two would emphatically prove to be a crowning point for flipper games. The first rumblings of solid-state electronics was taking place; people were beginning to talk about it as a possibility for future developments.

I'm amazed—given where we are today—that things have changed so radically and that the changes happened as swiftly as they did. It was life in the fast lane for coin-operated amusement machines which, at this point, still hadn't been discovered by the outside world. Video, if anything, was still attempting to find its niche and gain its validity as the next new age entertainment form. New York and Chicago were only recently opened territories for pinball after a dormant period of more than 30 years. The industry was beginning to flex its muscles, but really, for the modern era, the games were still in their infancy when it came to technology. A new generation was waiting to find the joys of coin-op play.

If anything, the mood I'm struck by in reviewing my columns is that there was friendly competition, a certain sense of innocence that still prevailed before big business became the rule rather than the exception. To see this aspect of the industry evolve is also remarkable in terms of how quickly everything took off in the public's consciousness. But Play Meter was there to chronicle the never-ending story from one issue to the next.

As the years went on, through my

Congratulations to an industry winner
May your next 15 be as great

JACK'S AMUSEMENT COMPANY

— 2 offices to serve you —

- ARKANSAS -
310 Strong Highway
El Dorado, Arkansas 71730
(501) 863-5600

- TEXAS -
4019 Avenue A
Lubbock, Texas 79404
(806) 762-6283

Carol - We Can't Believe You're Only 15!?!

The Best From:

STATE SALES & SERVICE

3431-A Benson Ave. • Baltimore, MD 21227
(301) 646-4100 • (811) 777-4551
FAX # (301) 646-7753

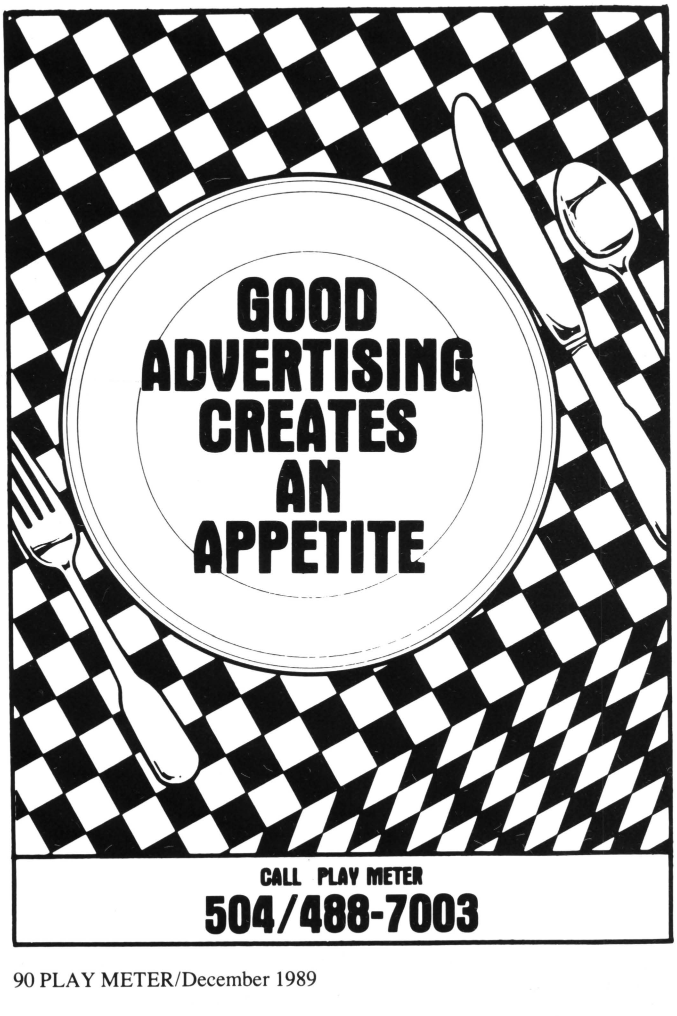
writing I was able to personally re-live the highlighted moments. Among them were my marriage, the retelling of my wedding reception at the Broadway Arcade with Steve Epstein greeting me at the door in his brown tuxedo, and playing pinball well into the night before taking off for Barbados. Or the birth of my sons, Joshua and Zachary, and a host of other personal events that seemed to have been a part of Critic's Corner as much as my ever-present closing of "be well and prosper."

There were the days of getting you, the reader, to help review machines such as *The Atarians* from Atari—the first wide-body pinball—or this writer's own *Sharpshooter*. I also remember my asking for the creation of some type of Hall of Fame for the industry to honor those who had given it life. I'm talking about the David Gottlieb, Ray Moloney, Harry Williams, Sam Stern, and all of the other greats that deserved to be remembered for their indelible contributions. It's something that should still be done and might well be if we ever recognize the importance of never forgetting the past and how vital it is for moving through the present and onward into the future.

But I don't want this to sound like Roger's trip down memory lane, or a personal highlight film. Suffice it to say that this occasion of Play Meter's 15th anniversary as one of the industry's major trade publications is also a renewal of sorts in regards to the importance of this communications medium. It is not just for disseminating information, but also for the exchanging of ideas and a forum for the concerns that each of us share on a daily basis.

Play Meter has managed to survive the various slings and arrows that always befall any magazine when it has been around for a long time. But we're all better for the experience, as we continue to grow together. Without getting overly philosophical—not that I ever would—this celebration of the past decade and a half is a tribute as well to the entire industry's perseverance through the great days and the bad times, the peaks and valleys of many successes and many failures where, hopefully, we've learned to use history as a tool for tomorrow's progress. And for readers of Play Meter, the process is continual. For me this remains true, but it's also nice and comforting to see the changes and the maturation that has taken place. Greatness awaits around the next corner. To Play Meter, I know they'll be there to report each and every episode as it unfolds.

Next month, I'll give a true review and overview of the ratings and the games from Critic's Corner. For now, enough ramblings from an old sentimental fool. As always, be well and prosper! Happy anniversary, Play Meter! ☐



CALL PLAY METER
504/488-7003

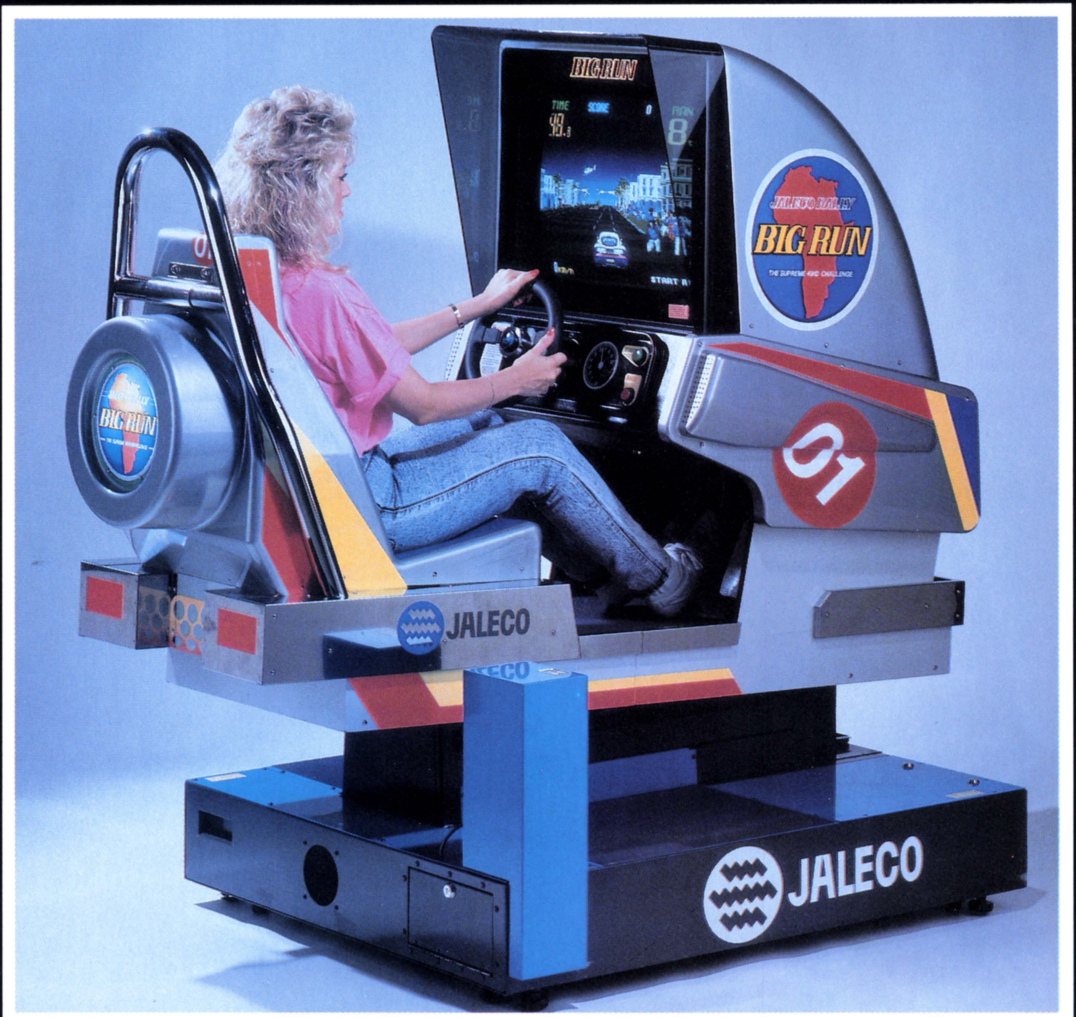
"Best of luck, in the good times and the lean. It's hard to believe you're already fifteen!"

MUSICVEND &
dunis distributing company

Music-Vend Distributing Company
1550 Fourth Ave. So. • P. O. Box 24807 • Seattle, WA 98124
(206) 682-5700 • Cable: MUSIVEND
East 4008 Broadway • Spokane, WA 99202 • (509) 535-5757

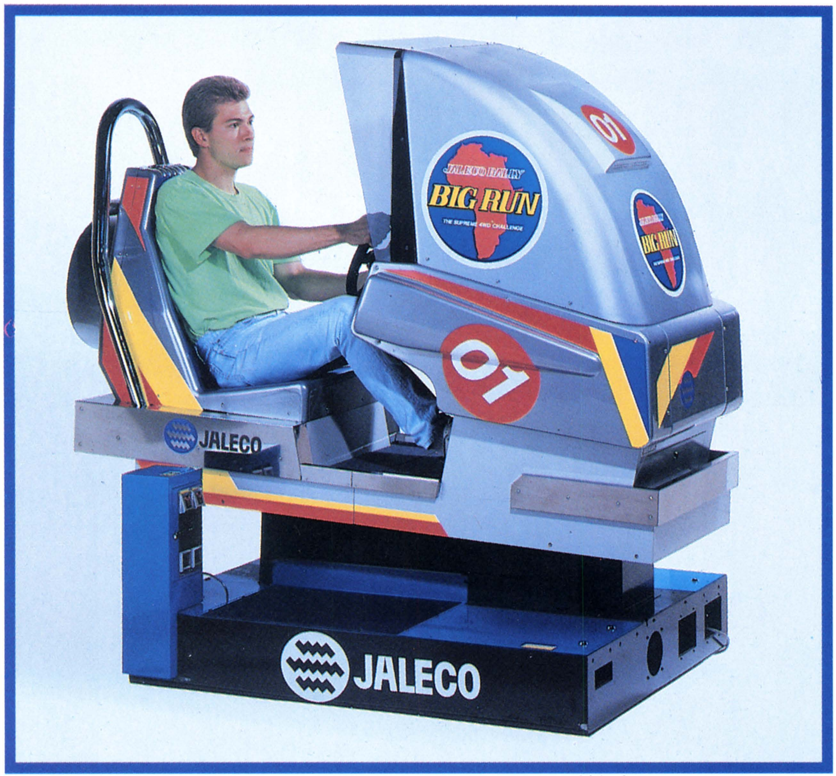
Dunis Distributing Company
1140 S. E. 7th Ave. • Portland, OR 97214 • (503) 234-5491

BIG RUN™
NEW FROM
JALECO™

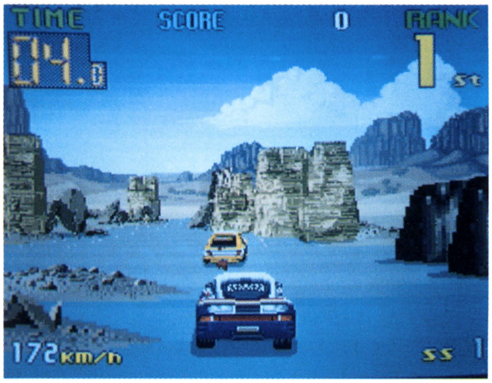

BIG RUN
TIME
SCORE
JALECO RALLY
BIG RUN
THE SUPREME 4WD CHALLENGE
01
JALECO
JALECO

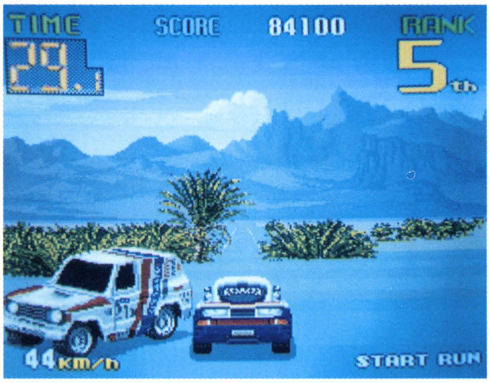
JALECO™

TOTAL VICTORY RIGHT


JALECO RALLY
BIG RUN
01
JALECO
JALECO

Big Run™ moveable sit down: 69½ h × 43½ w × 74½ d


TIME
04.0
SCORE
0
RANK
1st
172km/h
SS 1


TIME
29.1
SCORE
84100
RANK
5th
44km/h
START RUN

Just when you thought all racing games were the same, Jaleco introduces Big Run, a driving game so real you can almost taste victory at the first "rev" of your engine.

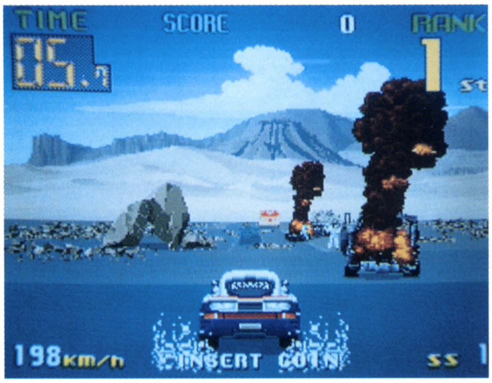
Start with ***spectacular graphics*** and five challenging stages of racing play as you fight fatigue and rough terrain on this simulated Paris to Dakar race course. Down shift your way through hairpin turns with a ***2-speed shifter.*** Automatically move other drivers out of your way by ***blasting your horn.*** But watch out! If you ram another driver, you'll end up in a fiery crash scene even James Bond would be proud of.

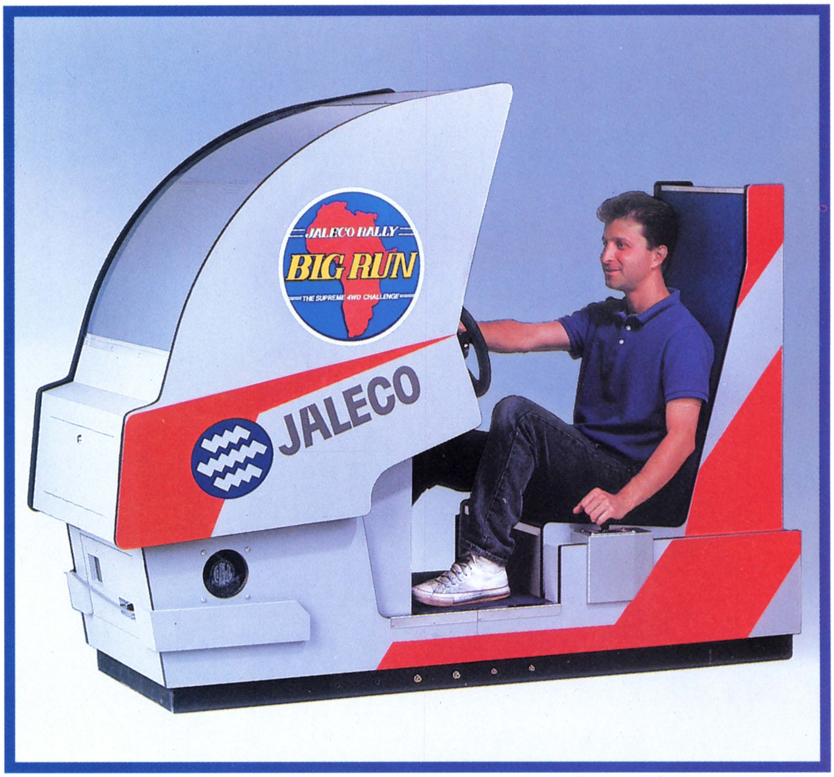
Big Run doesn't stop there. Add in ***stereophonic sound effects*** for tire-

BIG RUN
01
JALECO

01
START
RACE

FROM THE START.


TIME
05
SCORE
0
RANK
1 st
198km/h
INSERT COIN
SS 1


JALECO RALLY
BIG RUN
THE SUPREME 4WD CHALLENGE
JALECO

Big Run™ stationary sit down: 57½ h × 27¼ w × 69¼ d

screeching thrills and chills. And, ***link up 1, 2, 3 or 4 Big Run games*** and your players will experience the action of competing head to head with other drivers on the course!

Big Run, with either ***19″ or 25″ horizontal screens,*** is available in ***3 distinctive models:*** a compact upright; a classy stationary sit down; and a “rock ’em” moveable sit down that follows the twists and turns of your every move. Each Big Run comes in a ***dynamically designed cabinet*** that's right for any of your locations.

JALECO™

Jaleco USA Inc.
5617 W. Howard Street
Niles, Illinois 60648
(312) 647-7077

JALECO RALLY
BIG RUN
JALECO

JALECO RALLY
BIG RUN
JALECO
01

Jaleco™ and Big Run™ are trademarks of Jaleco USA Inc.
© 1989 Jaleco USA Inc.

RACE WITH A WINNER.
CALL FOR A TEST DRIVE TODAY.
BIG RUN FROM JALECO.

JALECO RALLY
BIG RUN
THE SUPREME 4WD CHALLENGE

JALECO™

JALECO USA INC.
5617 W. Howard Street
Niles, Illinois 60648
(312) 647-7077

Jaleco USA: a young company on the rise

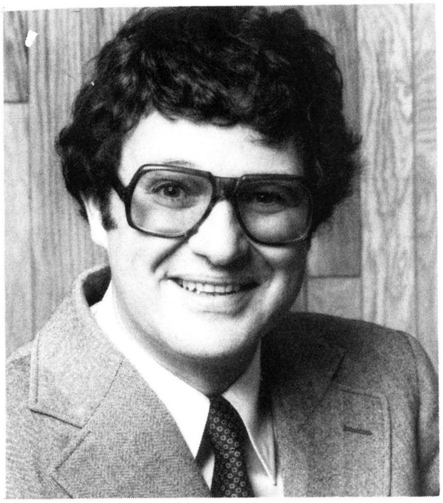
When you are a new kid on the coin-op block—barely over two years old—a good way to make friends is to offer plenty of solid product at competitive prices. That has been the approach taken by Jaleco USA, and according to president Howard Rubin, it's worked.

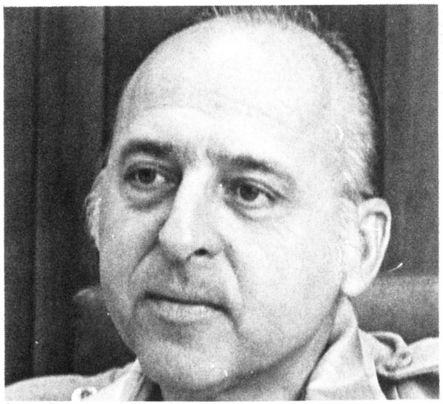
The company, based in Niles, Ill., was established as a wholly-owned subsidary of Jaleco Ltd. in November 1987. The parent company was founded in February 1971 by president Yoshiski Kanazawa. It was incorporated as Japan Leisure Co. Ltd. in 1974, with the purpose of distributing amusement machines. Two-and-a-half years later, Jaleco Leisure Co. Ltd. began manufacturing these machines, and in October 1979 it commenced exporting to the overseas market. The corporate name was changed to the present Jaleco Ltd. in early 1983.

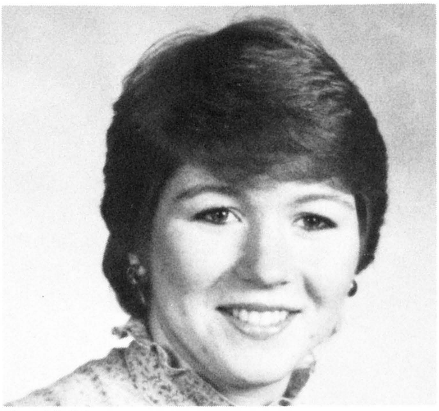
''Our parent company had originally been content to license its software products for the consumer market in Japan,'' Rubin explained. ''The company wasn't a giant in the business in terms of the worldwide market, but in Japan, they were a big success.

''Jaleco Ltd. wanted to get into the United States market after realizing that things were changing,'' Rubin continued. ''Unit sales of consumer titles began to diminish. The company saw that it was time to enter the coin-op market in America, which is how Jaleco USA was born. We've made the commitment to dedicate the necessary resources to coin-op.''

The company's first hit was *P-47*, a kit unveiled at AMOA '88. ''Jaleco USA is committed to nine coin-op products a year,'' Rubin said. ''We've taken a realistic look at the market. Good games have a manufacturing life cycle of three months or less. So if you want to manufacture every day, you need at least four good games a year. This means that a manufacturer should fund at least eight games a year, because every design effort is not a hit. A company cannot guarantee that every game will be a commercial success.''


Howard Rubin


Larry Berke


Carol Seitz

The company's hot new dedicated driving game, *Big Run*, is garnering a big response from operators. Shown at AMOA '89, the game simulates the famed Dakar to Paris road race. It is available as either an upright or a deluxe moving cockpit.

''The response to *Big Run* has been as good as, if not better than, we expected,'' Rubin said. ''The whole package makes it special—the sophisticated PC boards, the graphics and sound effects, the steering wheel assembly, and the vibrating effects.

''But we had to make sure that the game was affordable, and that entails two very long lead times from Japan,'' he continued. ''The steering wheel assembly has a two- to three-month lead time, as do the boards. The result is that we're only going to be bringing in less than 100 of them from Japan. We expect to complete the shipment by the end of November. If there's a demand for more, we'll start the process again, but that means operators will have to wait another four or five months for another batch. It creates a shortage, but that's not necessarily bad in this case. The game then becomes more valuable and hopefully, therefore, a better earner over a longer period of time.''

Jaleco USA's latest kit is *Astyanax*, a one- or two-player cooperative adventure game set in ancient Greece. Astyanax (whose name comes from Greek mythology) must travel a long and dangerous road in search of the king's kidnapped daughter. Assisting Astyanax on the quest is his friend Roche and trusty ax Bash. The kit has had strong early collections; shipping started in November.

''As I said before, we will complete nine coin-op games this year,'' Rubin stated. ''You may not see them all, but they will be developed, tested, and if good enough to meet our standards, introduced into the American market.''

But the company isn't content to simply leave its imprint on video. Jaleco USA's *Lo-Pro* cabinet, a four-foot tall beauty with a 19'' Wells-Gardner universal monitor, has drawn praise since its introduction in early 1989.

''This cabinet has turned out to be quite a nice surprise for us,'' Rubin said. ''We didn't cut corners; it's well-made and sturdy. The *Lo-Pro* has found two markets: in the center of arcades, where operators are looking for visibility, and in some of the better street locations like sports bars.

''I believe part of the reason that collections are down in the United States is that we have the same old presentation; most of the cabinets look the same,'' he continued. ''The cabinets, for the most part, don't stop the customer and make him want to play the game. But it's the operator's fault too, not just the cabinet manufacturer's. The operator wants to stick with the standard look, then wonders why collections are down. There needs to be more daring.''

Another of Rubin's gripes is the lack of promotional undertakings by the coin-op industry.

''We haven't gone to the players in this world and said, 'You guys have been missing the boat! Come out and see this great new game!''' Rubin commented. ''Every other segment of the entertainment industry is blitzing people, telling them to spend their leisure time with that segment's product. Our industry is way behind on promoting ourselves. We're an annual industry of over $7 billion, yet we don't do nearly enough to compete with the movie and music industries for that leisure dollar. It has to change.''

However, the president of Jaleco USA has little doubt about the staying power of video games.

''From a technological standpoint, we are just beginning,'' he said. ''There's no limit to what we can do; it's a question of dollars and creativity. As long as there are people seeking cheap forms of entertainment, the coin-op world will be here to give it to them. And the video game segment will comprise a big part of that, as always.''

Jaleco Ltd. employs over 150 people; Jaleco USA employs 15. In addition to Rubin, the company's key officers include the following: Larry Berke, sales director for coin-op; Carol S. Seitz, sales director for consumer; Jim Prokop, head of customer service for coin-op; and Harry Hori, executive vice president and financial officer. ☐

A Happy
15th Anniversary
To All Our
Good Friends At
Play Meter

The Colorado Game Exchange, Inc.

2830 West 9th Avenue • Denver, CO 80204
(303) 893-4300 • (800) 999-3555 • FAX: (303) 893-8652
Call Dennis or Rich for all your used and closeout needs

Service, Parts
and Board Repairs

Roosta Shoota

ROOSTA SHOOTA

- 100% skill shooter
- Ticket dispenser
- Illuminated rotating timer
- Realistic sound effects

- Width 30½"
- Depth 42½"
- Height 72"

A NOVELTY SHOOTER THATS DIFFERENT

Imported Exclusively by:

COASTAL
AMUSEMENT
DISTRIBUTORS, INC.

601 Prospect St., Lakewood, N.J. 08701 • 201-905-6662
Telex: 132168 • Fax: 201-363-6329

DON'T MISS THE SHOW THAT MEANS BUSINESS!

AMUSEMENT EMPORIU
ACE
CHANGE THE FUTURE

Next January the whole world of leisure amusements will be heading for The Show – the ATEI 1990 in London.

It's the biggest international show of its kind, attracting more than 200 major exhibitors from all over the world. Over 15,000 visitors are expected at the 46th staging of this prestigious event.

If you mean business in the amusements and leisure industry you, too, should be there.

Come and see, handle and buy the very latest equipment and services – everything from coin-operated machines to fairground rides, from security systems to video games, from snooker and pool tables to vending and catering equipment. Plus the first live, fully-operating Casino ever created at a show in Europe.

Everything that makes the amusement and leisure business more attractive, more efficient and more profitable will be at The Show. It's the greatest amusement show on earth.

It only lasts four days. And its your only chance. Make sure you're there!

THE SHOW

AMUSEMENT TRADES EXHIBITION
INTERNATIONAL

TRADE VISITORS ONLY

For full information contact the organisers:

Amusement Trades Exhibitions Limited
122 Clapham Common North Side, London
SW4 9SP, England, Telephone: 01-228 4107
Telex: 916040 Telefax: 01-223 0257.

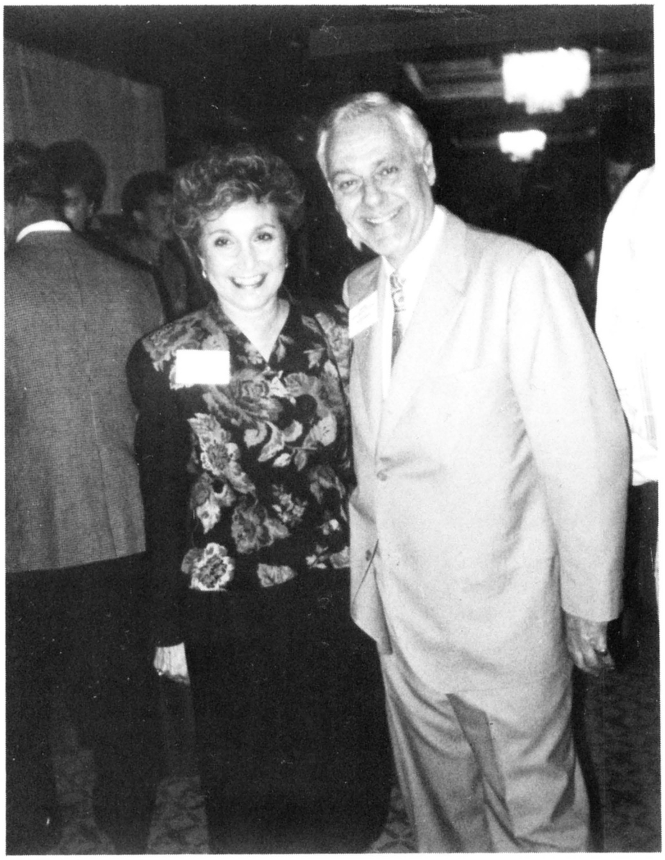
8-11 January 1990, Grand Hall, Olympia, London.

NCCOA celebrates silver anniversary

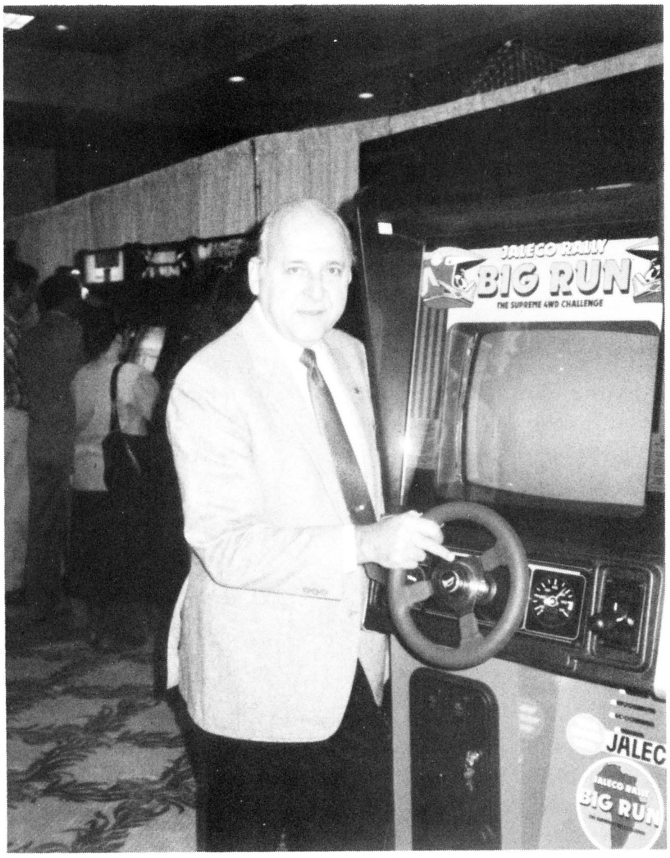
Twenty-five years ago, a small group of operators met in Greensboro to form an association. Although no one quite remembers the issues covered, they do remember that authorities were looking unfavorably at games like pinball and shuffle alleys, describing them as games of chance. Their efforts were obviously successful, as the North Carolina Coin Operators Association celebrated its 25th anniversary in Charlotte at the end of October.

Operators not only viewed the latest equipment shown at the recent AMOA show; they also discussed recent legislation in the state concerning video poker games. Operators had previously received a favorable ruling from the attorney general on the legality of video pokers. However, the decision was reversed; they were declared games of chance. A revision to the original law removed video pokers from a slot machine description and made them legal if the machine awarded replays, tickets, or paper coupons to be redeemed for prizes. Many of the poker machines shown were equipped with ticket dispensers.

Operators were treated to a lavish banquet free of speeches and auctions before dancing to music by Suzi Beatty. A myriad of door prizes—donated by manufacturers and distributors—were given away. ☐



AMOA president Jack Kerner and first lady Shirley Kerner.



Jaleco's Larry Berke with hit game *Big Run*.

Fred Britt (l) with Bob Hauser and Kathy Bernsed.

Bobby and Cindy Earp deserve a big hand for their work in planning the show.

Invest in the BEST

Ziggi The Talking Clown
Cash in on the growing children's market with Ziggi the Talking Clown. This low cost, high volume toy vendor offers years of trouble-free profits and these unique Mayoni features:

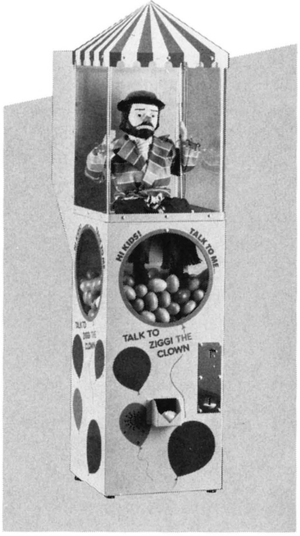
- Extensive Vocabulary
- Self Clearing Anti-jamming Mechanism
- Vend Any Size Egg or Capsule
- 1 Year Warranty

Call Mayoni today for more information.

1 (800) 345-1183

MAYONI ENTERPRISES 10340 Glenoaks Blvd. Pacoima, CA 91331
(818) 899-2488 1 (800) 345-1183 Fax: (818) 899-0152

Mayoni Enterprises



H. Betti Industries &
Betson Enterprises

Congratulates

PLAY·METER

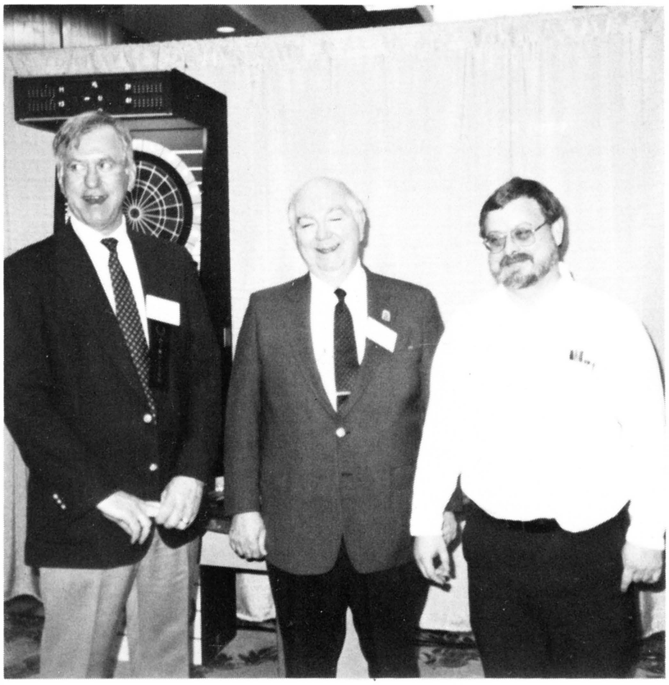
On 15 Great Years

Keep up the good work!

Enjoying the banquet are Anna, David, Donna, and Anthony Abbott of Triple A Amusement.

Steve and Mary Henderson.

Merit's Mort Ansky (l) and Bob Whitehead show off Merit's latest electronic darts game.



Blair Norris with Emil Marcet (c) and Lee Johnson.

Introducing the new kid on the block

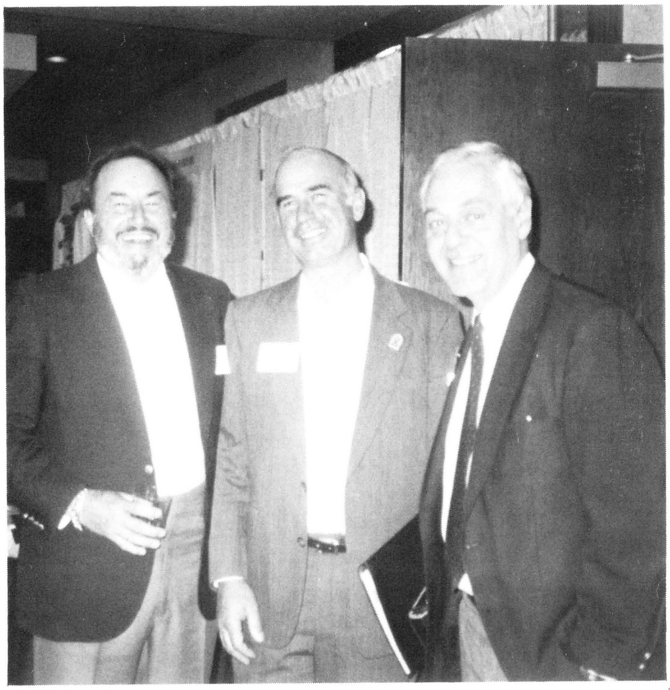
Classic Wood Products, Inc.

Coin-Op
16' 22'

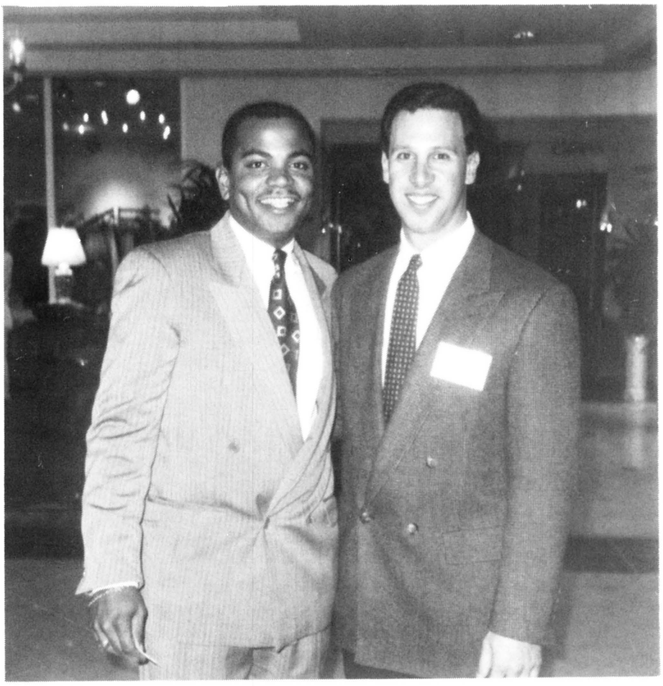
Manufacturer of
the classic
Shuffleboard
— Distributors only —

Home Model
8
Sizes

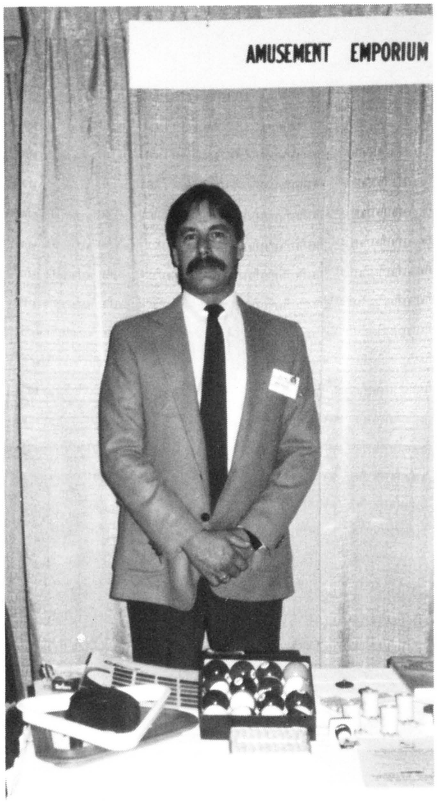
1-800-837-2958



Ted Furkin (l) shares a joke with AMOA outgoing president Clyde Knupp (c) and current AMOA president Jack Kerner.



Romstar's Tim Jackson (l) with Gary DuBoff of East Coast Design.



Mike Wilson of Amusement Emporium had a successful show.

Congratulations Play Meter! Here's to 15 More!

"Established in 1931"

Birmingham Vending Co.

1-800-288-7635

540 Second Avenue N.
Birmingham, AL 25304
205/324-7526
FAX: 205/372-6639

6121 Anno Avenue
Orlando, FL 32809
407/857-7393

Operator Jimmy Watkins (c) surrounded by manufacturers' representatives Leslie Ross (l) and John Barone.

NEW
TICKET-DISPENSING
SYSTEMS
RIVERBOAT POKER

Phil Horowitz (l) and Craig Helfricht of Kramer.

Jon Hafezi (l) and Morgan Carter of Pars Electronics with one of the company's new cabinets.

ROLINA
al
ntion
d
Show
25
NNIVE

By the beautifully decorated entrance to the show are, (l-r): Dynamo's Damon Paramore and Brady's Tom Kiel and Bob Schmehl.

SMART
INDUSTRIES CORP., MFG.

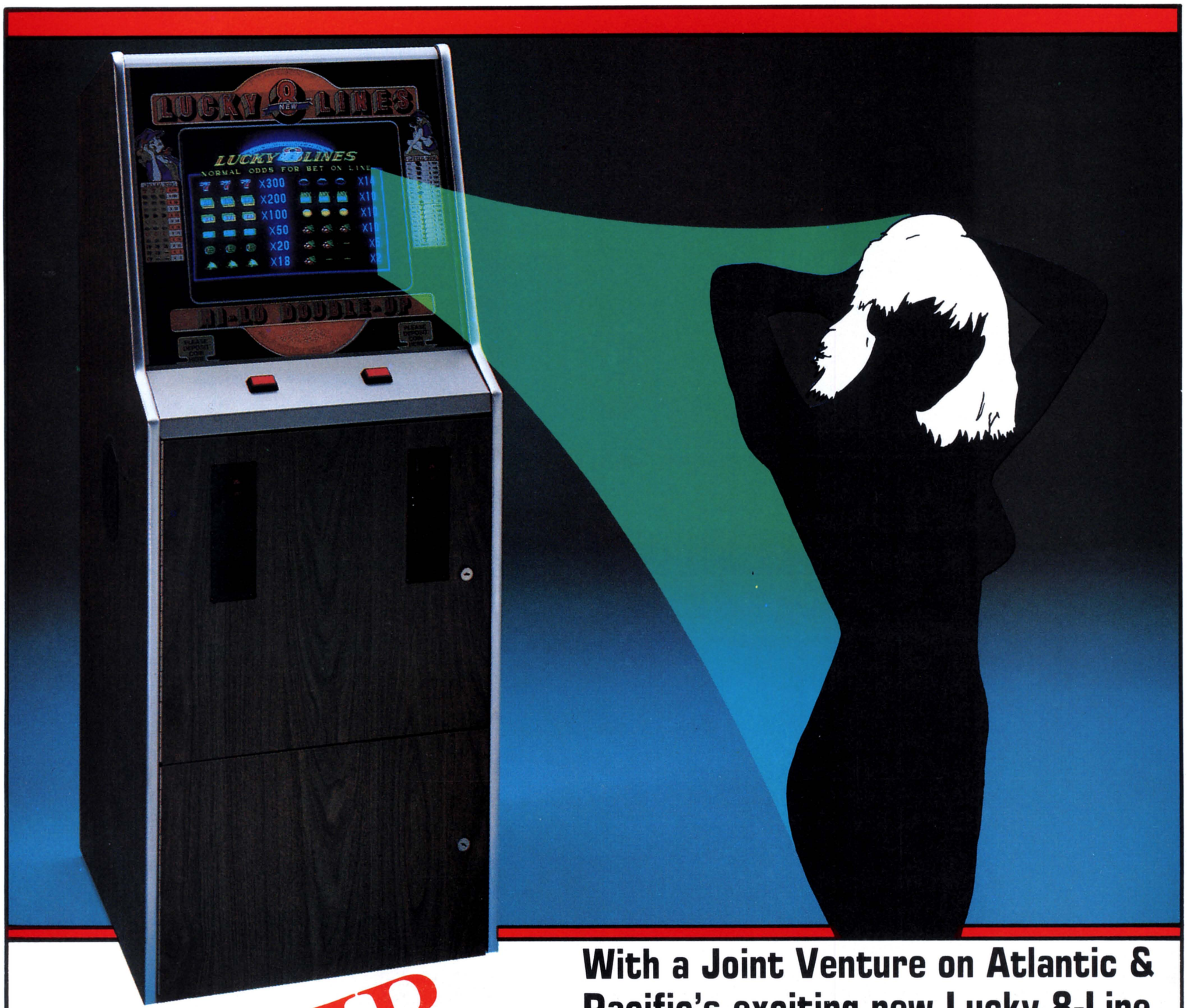
SMART INDUSTRIES

#1 BASKETBALL and CRANE GAMES IN THE INDUSTRY

Manufacturers of the "**Shoot-To-Win**" 1 hoop and 2 hoop basketball games and the "**Clean Sweep**" models of cranes

*Wishes to Congratulate **Play Meter Magazine***
For 15 Years of Outstanding Service
To the Coin-Op Industry

Smart Industries, Corp., Mfg. • 1626 Delaware, Des, Moines, Iowa 50317
(515) 265-9900 • (800) 553-2442 • FAX (515) 265-3148



STRIP FOR ACTION!

With a Joint Venture on Atlantic & Pacific's exciting new Lucky 8-Line "Striptease" slot game!

Our rapidly expanding buying power, has made it necessary to expand our sales and operating networks in new and used coin machines. If you have an established market, we can supply you with large quantities of a wide variety of machines. We'll even split the profits 50-50. This is a once-in-a-lifetime opportunity!

ALSO AVAILABLE FOR JOINT VENTURE:

Bingos, Quarter Horses, Winners Circles, Pokers, Roulettes, Slot Machines (Export), Etc.

To find out how "taking it off" can boost your take, write or phone:

ATLANTIC & PACIFIC AMUSEMENT CORPORATION

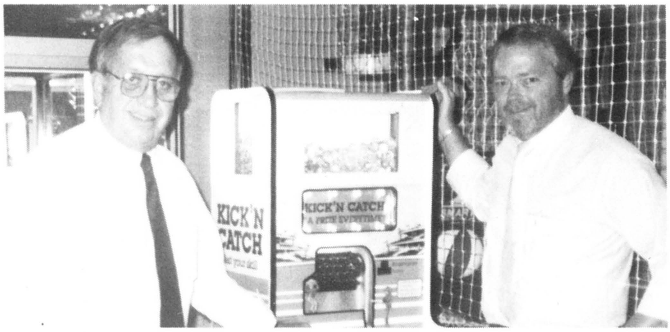
CALL AND ASK FOR "MARTY", "PUDDY", "APPLES" or "ALEX ARKMEYER."
1-800-327-6076, or 201-926-0700, FAX: 201-926-3512
1428 NORTH BROAD ST., HILLSIDE, NEW JERSEY, 07205-1639

For amusement only. Not intended for sale or use in states or municipalities where such games are prohibited by law.

Gayle Norris (wife of Brady's Blair) with their two daughters.

DEUCES WILD

George Harrison (l) of Darlington Music chats with Tim Caldwell of Drew's Distributing.



Gordon Smart (l) of Smart Industries with Terry Ring of Johnston Products.

A toast to 25 more successful years!

VALLEY®

VALLEY
RECREATION
PRODUCTS
INC.

We extend our heartiest congratulations to Carol and all the staff of PLAY METER, on this, their 15th anniversary serving our industry.

VALLEY RECREATION PRODUCTS wishes you many more years ahead, working with us to better the enjoyment of all those who play on our products.

333 Morton Street • P. O. Box 656, Bay City, MI 48707
(517) 902-4536 • 1-800-248-2837 • FAX (517) 892-6513

Mondial New Jersey welcomes operator crowd

Mondial International Corporation's Springfield, N.J., office hosted a late-September post-AMOA show and opened its doors to 150 enthusiastic operators and 20 manufacturers.

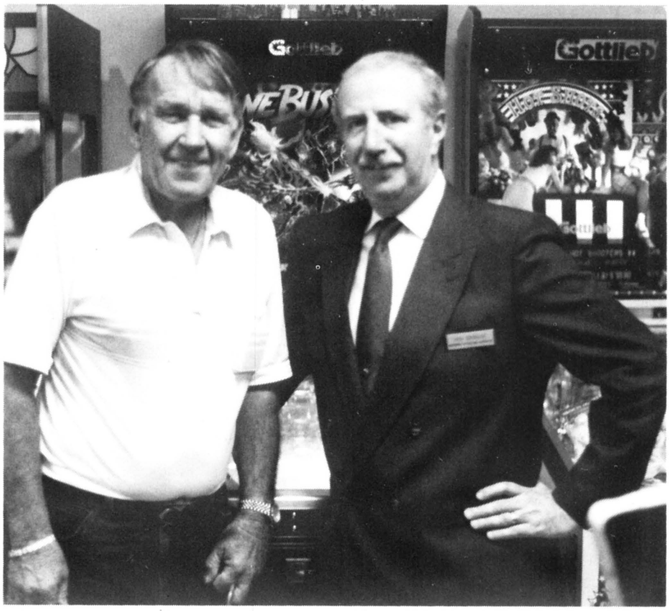
Attendees were treated to a buffet of hot and cold dishes and had plenty of time to sample all the new product, from the latest high-tech driving games to innovative pinball. In addition, a large number of home entertainment items were given away as door prizes.

Anthony Yula, Jr., general manager, and Irwin Spinak, sales manager, join with other staff members in thanking all their customers for making the event a success. ☐

Dennis Reid of Kings of Video Amusements plays Atari's *S.T.U.N. Runner*.

Darryl Giordano (r) of Giordano's Amusement and a friend play Atari's *Cyberball 2072*.

Walt Bittal of Mondial and Anita Scheller of Tilt Amusement Co.



Irv Spinak (r) of Mondial with Alan Smith of Kings of Video Amusements by Premier's two Gottlieb pinball games, *Bone Busters* and *Hot Shots*.

Greater Southern plays host in Atlanta and Valdosta

Greater Southern Distributing Co. recently hosted open houses at both of its Georgia offices, in Atlanta and Valdosta, and welcomed scores of customers at each location.

At both functions, in addition to viewing the latest equipment from all the major manufacturers, operators were treated to service seminars conducted by factory representatives from Rowe International and Williams Electronics. There were door prizes and buffet tables laden with goodies, plus the warm attention of Greater Southern personnel.

Greater Southern has demonstrated its commitment to the continued growth and development of the coin-op amusement and vending industries. Its open houses provide an opportunity to better educate and inform customers of the latest developments, with an eye toward making them more profitable and efficient. ☐

COMMERCIAL
Microwave Ovens
CHANGE
RUNNER

The Capilouto gang tries out Atari's *S.T.U.N. Runner.* Josh, Eric, and Jeffry are sons of Greater Southern's David Capilouto.

Open house attendees sample offerings at the buffet table.

Arachnid Bullshooter Tour kicks off in Arizona

The Bullshooter V Tour is on the road again with an increased payout of $10,000, bringing the total prize money to $135,000. There are 16 qualifying regionals, with the qualifiers gaining entrance into the finals during Memorial Day weekend in Chicago.

The tour was kicked off in Mesa, Ariz., for the first qualifying regional. Betson Pacific Distributing and Mountain Coin Machine co-sponsored the eight-event regional at the Holiday Inn Mesa. The eight events included pro singles, open doubles, women's doubles, mixed doubles, and mixed doubles Cricket. Arachnid's *English Mark Dart* games were used for the competition.

John Gray was the weekend's top winner. He captured first place in Cricket singles, open singles, mixed doubles, and mixed Cricket with partner Ellen Rice.

The second regional was held in Houston on Sept. 23. The $5,000 event was co-sponsored by H.A. Franz and Co. at the Holiday Inn in downtown Houston.

Joe Hamilton of Houston won the pro singles title. But the big winner was Steve Gillmore of Spring, Texas; he took home first place in Cricket singles, mixed Cricket with Diana Jarvis, open doubles with Mike McGinnis, second place in mixed doubles with Jarvis, and a sixth place in open singles.

The top eight winners in each event at both regionals received cash prizes. First through third place were also awarded trophies and qualifying certificates, allowing them entry into the Bullshooter finals.

For more information on the Bullshooter Tour, call Arachnid at (800) 435-8319 or (815) 654-0212. ☐

John Gray (r) with partner Ellen Rice and Arachnid's Dave Schultz.

Dave Schultz (l) with Steve Gillmore.

Konami predicts TMNT will spark the industry

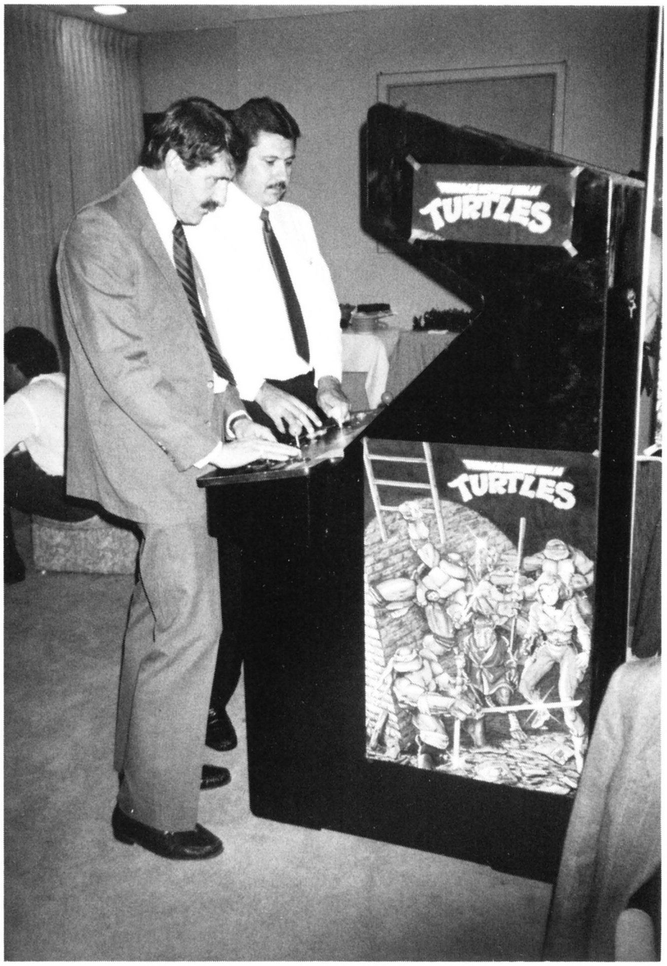
Konami flexed its "turtle power" at a mid-October game preview for its newest dedicated video, *Teenage Mutant Ninja Turtles*. The Chicago Hyatt Regency was the setting for the sneak preview of the game, which is based on the cult comic book heroes of the same name.

Konami executives gladly demonstrated the game play and heard glowing compliments, as expected. The game was shown in a suite at the AMOA Expo in September, and its official debut has been long-awaited.

"This is the spark that the coin-op industry needs," said Steve Kaufman, Konami coin-op vice president. "Because of the excitement it has generated within the industry, *Teenage Mutant Ninja Turtles* is a great game for Konami and the amusement industry as a whole." ☐

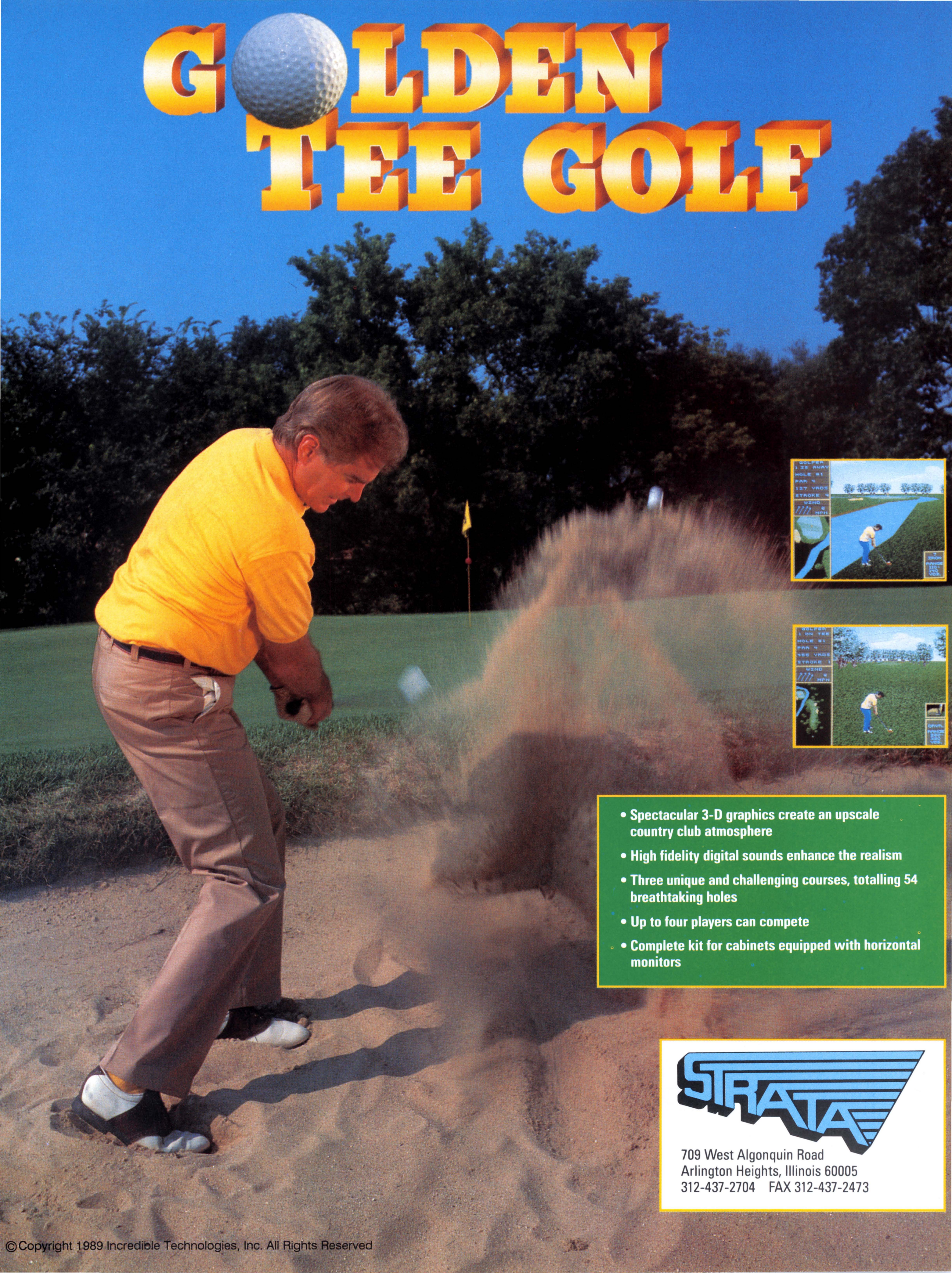
TEENAGE MUTANT NINJA
TURTLES

Frank Pellegrini (l) and Steve Kaufman (r) are proud of their newest product.



Jack Silverest (l) of J&J Distributors and Mike Kubin of Konami become half-shell heroes on *TMNT*.

GOLDEN TEE GOLF



GOLFER
1 IS AWAY
HOLE #1
PAR 4
127 YRDS
STROKE 4
WIND
6 MPH
7 IRON
RANGE 110-140 YDS.
GOLFER
1 ON TEE
HOLE #1
PAR 4
455 YRDS
STROKE 1
WIND
6 MPH
DRVR.
RANGE 260-320 YDS.

- Spectacular 3-D graphics create an upscale country club atmosphere
- High fidelity digital sounds enhance the realism
- Three unique and challenging courses, totalling 54 breathtaking holes
- Up to four players can compete
- Complete kit for cabinets equipped with horizontal monitors

STRATA

709 West Algonquin Road
Arlington Heights, Illinois 60005
312-437-2704   FAX 312-437-2473

©Copyright 1989 Incredible Technologies, Inc. All Rights Reserved

READER'S RESPONSE

Operators, this column is devoted to you. It is your chance to have your voice heard on the state of the industry. We welcome all complaints, compliments, and comments and will print letters as received when possible.

We would appreciate it if you would refrain from sending a scathing letter about a specific manufacturer. Instead, we would like your general observations on the industry. Your name will not be used if you so request. Take a few moments to share your thoughts with the rest of the coin-operated entertainment industry. There is a self-addressed sheet waiting for you to fill out and return to us.

Good job

I would just like to say to the editors of Play Meter that it is a good, informative magazine. Your repair and troubleshooting articles are most beneficial.

Meridian, Miss.

Why won't they listen?

One of the biggest problems that we have in our industry seems to be that the manufacturers will not listen to the operators about what is wrong with their equipment and what needs to be corrected on it, be it music or games. Manufacturers just go along their merry way and then wonder what went wrong with sales and why no one is buying their products.

In your last magazine, in this column, an operator complained about the lack of security on the cashbox. Amen to that. A six-year old can go through any cashbox on the market today in a matter of a few seconds. I have complained about this many times but to no avail.

Atlanta, Georgia

Adult location game draws a 9-plus rating

For months now I have been filing out your Equipment Poll, never even thinking that the most profitable adult location game that we own is not listed. No, I do not work for them, and at times I have been angry with them because their bookkeeping system will not always work.

OK, if it's an ''Equipment'' Poll I think that Merit's *Super Pit Boss* should rate a 9-plus, now dropping a little as it has been out over a year!

Millbrae, Calif.

Doubts about future

I never thought I'd be saying this, but I am really worried about this industry. I have been an operator for many years and have always had a very optimistic outlook about what is going on. Now I don't feel quite that optimistic anymore. Games are priced so high that I can't even think about buying like I have in the past. There are not enough different themes on games to make it worthwhile changing them. Also, the home market seems to be way out in front of coin-op, and that is really scary.

New York, New York

Equipment poll suggestions

I think your equipment poll is very helpful. I have just one suggestion for determining the true popularity of a game. It would be of great value if you gave the year the games were released.

A new machine will most likely be high on the list—while it is new. The duration of the time it is used is valuable.

Sarasota, Florida

The Little Gnome Company Congratulates The Well Gnome Trade Magazine On Its 15th Anniversary!

Happy 15th Play Meter

Sunbelt Amusement and Vending, Inc.
A little gnome company with vendible magic.

TEXAS: 3208 International Place • Irving, TX 75062
P.O. Box 162169 Irving, TX 75016
(214) 438-775 • (800) 442-774 • FAX (214) 438-4820
OKLAHOMA: 614 W. Sheridan • P.O. Box 26446
Ok. City, OK 73126 • (405) 232-8373 • FAX (405) 232-6287

AND NOW . . .
A WORD FROM OUR READERS!!!

An operator challenged us to provide space and invite everyone in the coin machine business to write about what is right, wrong, or can be corrected within the industry. OK, here's the space. Now it's up to all of you to fill it with comments on the industry. We will not print your name if you so request, but we will print your comments just as you have them. The operator suggested running the page for three issues, but we will leave it indefinitely if you continue to send your opinions.

PLEASE FOLD HERE

PLACE
STAMP
HERE

PLAY METER Magazine
P.O. Box 24970
New Orleans, LA 70184

California

The Amusement Association of California (AAC) is determined to become a very active association. The organization, formed earlier this year, has added 14 new member companies; the total stands at 39. Each company has a minimum of two representatives in the association.

Serving as president is David Jackson of Pachinko Palace. The vice president is Kathy Moore of Craneables, while Gelly Borromeo of Bob Snyder and Associates acts as secretary-treasurer.

Some of the AAC committees and their respective chairmen are: Membership Committee, Rorie Keller of Ace Novelty; Training and Advisory Committee (government relations), Bob Snyder of Bob Snyder and Associates; Trade Relations Committee, Ralph Bender of Time Out Family Amusements.

Any California operators who would like more information on AAC activities can call (818) 775-1935. Meetings are the first Tuesday of each month.

Illinois

The city of Schaumburg has enacted a tough new law that further cripples operators of cigarette vending machines. The law, designed to keep cigarettes away from kids 17 and under, requires businesses with cigarette machines to install electric locks on them. With the devices, store employees must unlock the machines before the minor can buy cigarettes. Bars and lounges, however, are exempt from the law; the reasoning is that minors don't belong there in the first place.

"The whole idea is to have a face-to-face confrontation between a minor who wants to purchase cigarettes and a vendor who wants to sell them," said Schaumburg trustee James I. Morenz. But vending companies affected by the law say the locks are not only expensive—$50 to $60 apiece—but hard to obtain.

"These locking devices are very hard to find," said Craig Hesch, assistant vice president of A.H. Vending and Food Services in nearby Rolling Meadows. The company also operates in Schaumburg. "We do operate in Woodridge (which has a similar law), and it took almost four months to locate just one locking device.

"It's a bad law. They based a lot of it on a marketing study of kids buying from cigarette machines, which showed that only three percent of the cigarettes bought by minors comes out of vending machines! Why don't they go after the gas stations and convenience stores?"

Meanwhile, in other Illinois news, 33 board members of the Illinois Coin Machine Operators Association (ICMOA), their wives and staff gathered on Oct. 7 to honor Walt Lowry of Lowry Music in Pittsfield. He's retiring after 40 years in the coin-op business.

Lowry has been involved with ICMOA since its inception in 1968, serving as president in 1972 and pool committee chairman in 1976. We wish him well in his retirement.

Indiana

Property owners and church and school officials in Indianapolis are banding together to keep a proposed arcade out of the city's Carson Square. Their concerns are not new: potential drug use, gambling, and alcohol consumption among youths congregated there.

Operator David Waldo wants to put the All-American Amusement Arcade—along with a snack bar, office, and workshop—in a vacant store within the shopping center. Alarmingly, the shopping center is located within a mere 500 feet of a residential area and a stone's throw from two elementary and one high school.

At a public hearing before a zoning board (whose members were deadlocked on the issue), some 30 people appeared to protest the arcade and present a petition with 350 signatures against its opening. Waldo has 13 years of operating experience, and his attorney assured the board that the arcade would have no smoking, alcohol, drugs, or gambling. He added that proper dress would be required in the constantly-supervised facility, which would also house 10 pool tables.

Here were some of the protestations: 1) "Arcades attract youths who are noisy, leave litter, use drugs, and verbally abuse people." 2) "This is a pool hall where youths would gamble." 3) "I do feel like this would be a very dangerous combination." (In reference to the arcade being located in the shopping center, which already houses two taverns and a liquor store.)

Nonetheless, Waldo said the arcade would be designed for family entertainment and operate under strict rules. Security personnel would be on hand to enforce them.

Wyoming

A teenager in Cody, Wyo., has proven that playing video games does not turn your brains to mush. To the contrary, they can foster ingenuity in young people, as 15-year-old Will Turnbow exhibited recently.

While playing on his NES (Nintendo Entertainment System) last summer, Will was struck with an idea: to plan and build an arcade structure to hold his TV, the Nintendo game, and assorted other features. Despite scoffing from his peers, Will's goal has reached fruition.

The finished stand is about six feet high. Constructed of plywood with veneer and pine, it has a magnetic strip at the top to hold maps and has places for a 19-inch TV, two joysticks, two joypads, two NES controllers, tip books, 3-D glasses, and all of his "Nintendo Power" magazines. The stand took about two months and $200 to build. It was painted red, gray, and black for a professional appearance.

This isn't a one-time shot for the young inventor. Will is in the process of drawing-up improved plans for the stand, which he intends to have copyrighted. He'll sell them, but for how much? "I'm not sure how much I'll charge," Will said, noting that his likely customers—students—would probably be short of cash. ☐

Todd Erickson

Buying the proper vehicle for your route

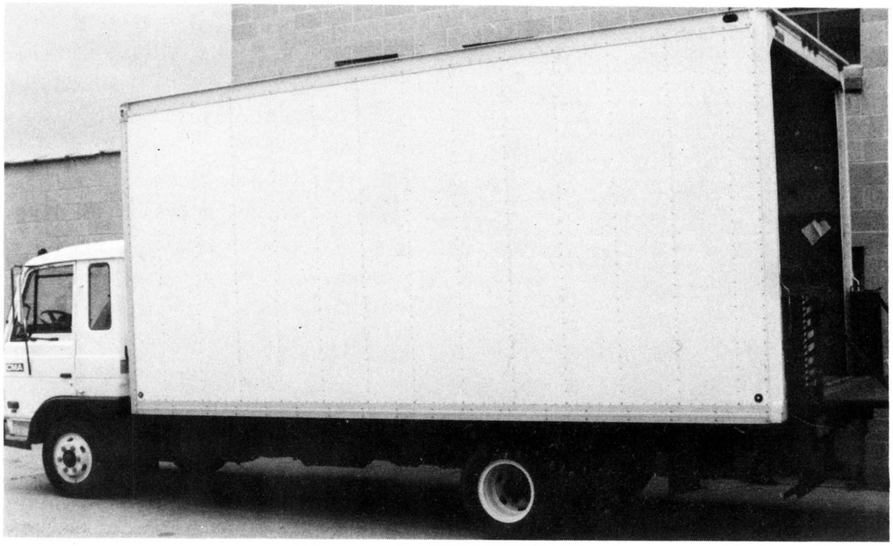
Purchasing the correct vehicle and maintaining it is as important as buying the correct games. Which vehicle is right for one operator may not be right for another.

The standard-sized pickup has been the mainstay for our industry. But I question whether it will retain the same market share as was held in the '60s and '70s. The prudent operator must also decide what fuel is best for his operation: gas, diesel, or some alternative.

First, I would like to examine where the operator will go for vehicles in the 1990s. The standard-sized pickup, in my opinion, will lose some of its market share. I also expect another energy crunch in the next five years or less. This will make fuel mileage more important than ever. Having your route man come in an hour earlier to fuel the vehicle would be very expensive. With the drawer systems games being sold in mass quantity during the next few years, the operator will be able to rotate drawers with a smaller vehicle. This, of course, is more cost effective.

The starting point to consider when buying a large truck is this: what size box? The standard box is eight feet wide; I recommend a minimum of seven-and-a-half feet high but prefer one eight feet. The load will generally be one game for every foot of length. For example, then, a box 18 feet in length will hold between 17 and 22 games. I would suggest a box no smaller than 14 feet long. Mine is 18 feet, and I am happy with this size.

Buying a box two feet longer than you need is wise. The 18-foot Nissan UD is easy to drive in town yet large enough for most moves. It will easily hold eight pool tables and several games.


Having a big, roomy truck is essential for transporting games.

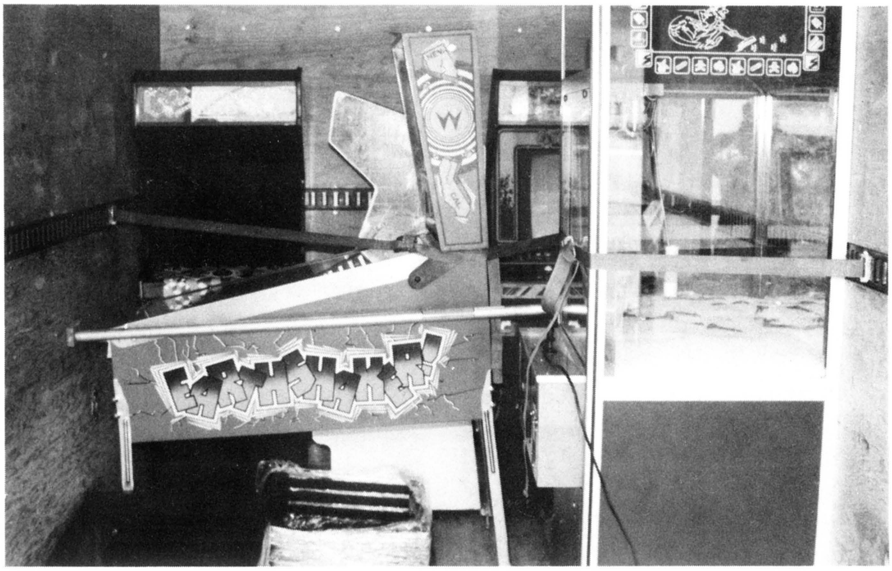
The box is also important in protecting the games, considering they cost between $2,000 and $3,500 each. Not many operators would take games to a car wash, yet many get caught in the rain with them. An enclosed box with no wheel will also give the games protection against physical damage. Pinball machines (especially black ones) get very hot in the sun. This can cause the plastic to warp, which in turn can lead to ball hang-ups (a $30 service call).

The truck you buy must also have the correct gross vehicle weight. My Nissan weighs 17,640 pounds when loaded. The truck, with box and gate, weighs about 10,700 pounds. This means I can haul about 7,000 pounds. Each game will average about 300 pounds. Twenty (games) multiplied by 300 (pounds) equals 6,000 (pounds)—I'm safe.

Many times I've seen a half-ton pickup truck going down the road that was loaded to the end of the gate. This leads me to believe that they're often overloaded. One-ton vans with a 14-foot box are probably too full, also. It can be done, but the motor, transmission, and brakes then require much more maintenance. The Nissan UD with exhaust brakes needs new ones every 150 to 200 miles.

I prefer a cab with some space in the rear, as we are always hauling parts or something of that nature. The vehicle safety groups are also finding that the driver's head goes through the rear windows in a rear-end accident involving standard pickups. (This will generally cause a severe headache for your employee.) The Nissan UD has two sets of rear springs, giving you a soft, consistent ride.

The inside of the box is also quite important. The tie-down side rails should be recessed; I had mine installed at four feet high, which I feel is wrong. The next time I will either lower them six to eight inches


This equipment load stays in place with the help of side rails.

or install another rail at 30 inches. (I also have tie hooks at 20 inches.) The inside of the box is lined with plywood. The floor from Marion bodys is made from some phony hardwood; it's giving me trouble after one year of age. Oak or maple would have been much better.

Tail gates are not a good subject for me. I prefer the rear fold-on from Tommy Gate or Eagle Lift to the tuck-under because of snow and the cost. The Tommy or Eagle can be installed in a few hours with a welder.

The Tommy lifts I have had are bad to poor. This is because the pivot pins wear out; it becomes a major problem to replace them. The Eagle lift is better because the pin is easily replaced, but the hole in the gate is enlarging. Both need to spread the load to a wider area and make them serviceable. This could be done with a repair kit and longer pins. I would like to see them respond to this.

You and your drivers may have special requirements with a large truck. If you go out of state, you will need a health card for your driver. You will also have to have a log of hours for him. Many of these regulations also exist if you drive farther than 100 miles from your home base. Contact your state department of transportation for regulations.

As for gas versus diesel trucks, I would call myself pro-diesel. My big truck normally gets 13 to 14 miles per gallon; it's as high as 15 m.p.g. during the summer. (These diesels are not to be confused with GM diesels 5.7 and 6.2.) Nissan has produced this motor for about 15 years, and it works.

The biggest thing to remember with diesel is to change the oil and filter regularly. The fuel filter should be changed twice as often as necessary, and the oil should be as high a rating as you can get (CD instead of CC, etc.). All good diesels have a water drain; use it. With proper maintenance, they will outlast gas trucks by about double.

The alternative fuel that interests me is natural gas. If you have a source, it costs about 45 cents per gallon. The attributes are 1) your motor burns clean, 2) it generally lasts twice as long, and 3) your exhaust too will last much longer. Natural gas is compressed to about 3,000 pounds in a cylinder. If natural gas leaks—as with an accident—it goes up. Propane or gasoline is heavy and therefore does not. Canada, by the way, gives a 100 percent tax credit for converting over to natural gas. ☐

Congratulations!

On Your 15 Years
Of Service!

You definitely let us
know the pulse of the industry . . .

Keep up the good work!!!

Greater Southern
DISTRIBUTING COMPANY
2164 MARIETTA BOULEVARD • ATLANTA, GEORGIA 30318 • (404) 352-3040

Frank Seninsky

The evolution of ''Frank the Crank''

With hundreds of articles and dozens of seminars behind me, I can honestly say that my last 10 years in coin-op have been far more rewarding than the first 10. When Play Meter asked me to write a nostalgia article on the evolution of ''The Crank,'' they provided me with an opportunity to thank all of the people who helped me along the way. These people have also been a credit to our industry.

I started in this business in 1969 with my younger brother Richard, who is a ''crank'' in his own right. We began by placing a Gottlieb *North Star* pinball in my college fraternity house. That first machine cost us $25; it took in $150 in dimes the first week.

Within days, that game was put on two plays for a quarter, which cut down on the service calls. Before we knew it, the route had grown to about 50 pins. Return on investment was averaging about three days! I knew this was the business for me, even though I was to graduate with an engineering degree, work for a power company, take master's courses in Business Administration, get married, have two kids, buy-out my brother, and get divorced.

Irving Morris, the Gottlieb distributor for the New York area, was a tremendous help to me during my early years of operating. He and his associate Irwin spent hours showing me how to become a good operator. Irving also gave me lots of credit so that I could expand. I always paid for a game in-full by the end of the following week; now it takes 14 months. It was no coincidence that my entire route was Gottlieb pins during the first few years. My all-time high earning electromechanical pinball would later be *Eldorado*, which withstood over 250,000 plays before being retired in mint condition.

Frank with then-senator and current vice president Dan Quayle at the 1988 Congressional Pinball Tournament.

My first attempt at negotiating was pretty unsuccessful. I walked into the showroom of Betson Enterprises and asked to see a salesman about buying a pinball. It was Jerry Gordon, who's now a vice president with Rowe International. He brought me into his office and told me that a Gottlieb *King of Diamonds* would cost $350 ''as is.'' I told him that I felt $50 would be more like it. Jerry wouldn't budge on the price, and that was the end of our meeting.

Before I was out the door, I turned to him and said that someday I would become a big operator and he would regret not selling to me. We later became good friends (Bert Betti ironed things out). Jerry and I still talk about how he was actually the motivating factor that kept me going. Some years later, he invited me to a dinner in New York City where he was being honored as ''Man of the Year.'' The man who presented the award was a young official from the mayor's office named Mario Cuomo. I became involved in politics that night, which later proved to be very helpful to my business.

During the next 10 years, the route grew as I became one of the fastest pinball technicians in the business. All that experience culminated in my redesigning the Gottlieb motor cam assembly. But it happened just two months before the industry changed over to solid-state pinball, making my new design worthless. Timing, as they say, is everything.

The idea for a technical/critical column on new games from an operator's standpoint came to me at the 1980 AMOA show. I talked it over with Art Warner,

then sales manager at Betson and now president of Coin Concepts. He introduced me to David Pierson, Play Meter's editorial director. David liked the concept and introduced me to his boss, Play Meter publisher and editor Ralph Lally.

I wanted a guarantee that what I wrote about the games would not be changed or edited in any way. Ralph, David, and managing editor Ray Tilley assured me that they would print exactly what I wrote, even with the spelling and language mistakes. We would let the chips fall where they may. It took a lot of guts to make a commitment like that, but that's the way Ralph Lally was.

I made the commitment to Ralph to write an article for each issue (bimonthly). I spent the next few years talking the magazine into becoming a monthly, so I would have time to write for other magazines as well. Art Warner then came up with a title for the column—''Frank's Ranks''—which was soon changed to ''Frank's Cranks.''

The first ''Frank's Cranks'' was featured on page 41 in Play Meter's Directory Issue (Feb. 15, 1981) as a new technical series. At this time, the top games in the industry were *Asteroids, Pac-Man, Galaxian, Missle Command, Space Invaders, Defender, Xenon*, and *Firepower*. It's been downhill ever since.

Play Meter's columnists then included Roger Sharpe (I talked with Roger about doing a column months before), Randy Fromm (who gave me pointers on conducting seminars), Charles Ross (''Mr. ROI''), and Jim Calore (now the publisher/editor of Star Tech Journal). Valerie Cognevich did the classified advertising then, and I have enjoyed working with her this decade.

It was Chuck Arnold, then with Rowe, who let me take apart the games in the Rowe booth at the 1980 AMOA show. Doing so allowed me to gather the information on *Pac-Man, Battle Zone, Xenon*, and *Flight 2000* for my first article.

The following was the introduction to the first ''Frank's Cranks,'' which I take just as seriously now as I did when I wrote it over nine years ago.

The purpose of this column is to look at each game on its design features, both positive and negative. Player appeal, graphics, and style will not be mentioned; that is the area of ''Critic's Corner'' and the Play Meter video reviews.

As an operator for the past 11 years, I am aware of the problems facing the operator due to cabinet and game design. It is my intention to ask questions; disassemble and reassemble games on location under varied types of operating conditions; make comments in praise of the manufacturers for their improvements; implant new ideas; and suggest future improvements. If followed up, this can and will benefit the coin-operated amusement industry.

My initial impression regarding the games' design engineers was a feeling that their actual field experience was limited. Cost was, and always is, a major guideline we must all live with. What I did not know was that many of the design engineers were not informed about common, recurring machine problems. Game after game, model after model is produced, carrying with them the same deficiencies that have plagued the operator.

Please take my comments seriously, but not as a personal attack. The engineers have done well—very well, in fact—in meeting operators' needs. But let's not be complacent. There is yet more to be accomplished.

After reading the above, could there be any doubt that eight years later I would become chairman of AMOA's Industry Standardization Committee? Well, it didn't evolve all that smoothly. My critical

Play the mature way.

Call Us For The Best
100% Christmas Assortment

PLUSH 4 PLAY

We cater to all of your adult locations.
Our business is your Profit.

1·800·25·CENTS
714 • 893-8099
(Calif.)

Novelties · Plush · Assortments · Bulk

remarks *were* taken personally by several manufacturers and distributors. For a period of time I was not a welcomed sight at AMOA and AOE shows.

I recall going to an Atari party at an AMOA show and being told at the door that I couldn't get in without an invitation, though just about everyone was there. It didn't help that I knew Frank Ballouz (director of marketing), Shane Breaks (international director of marketing), Howie Rubin (special market manager), Darl Davidson, and Fred McCord (who were not visible from the door). Don Osborne, then Atari's national sales manager, saw the sad look in my eyes and went out of his way to get me in. I'll never forget Don.

There was a year when I was blackballed from doing seminars at one of the shows. I thank Ed Adlum for bringing me to a meeting with four manufacturing presidents. He said, "Frank can be trusted. He is not the manufacturers' enemy."

By the second article, entitled "Current Complaints," the crank shaft became my logo. Play Meter referred to me as the "house crank," Frank. It didn't take long for the industry to refer to me as "Frank the Crank." (Seninsky is impossible for most people to spell, anyway.) It was in this second column that Play Meter started its "Great Ideas" program, whereby I would act as the liaison between the operators and manufacturers, a position I cherish even today.

During this time (1981-82), I met and interviewed many of the leaders and future leaders in the coin-op industry. I thank them all for their tremendous help and support: Minoru Arakawa, Ron Judy, Jack Mittel, Paul Moriarity, Rene Lopez, Mike Stroll, Joe Dillon, Ken Fedesna, Marty Glazman, Ron Crouse, and Steve Ritchie.

Also, Paul Jacobs, Bill Cravens, Steve Blattspieler, Dave Rosen, Steve Kaufman, Ben Rochetti, Lou Rudolph, Bruce Minus, Gil Pollock, Marshall Caras, Bernie Powers, Tom Nieman, Paul Calamari, Arnie Aarnstead, Ed Schmidt, Stan Jarocki, Andy Ducay, Tom Siemieniec, Larry Berke, Ken Anderson, Phil Sternberg, Bob Gold, and Al Kress.

By mid-1981, I started rating games on a one to 10 scale; communications with manufacturers and part suppliers increased rapidly. OEM suppliers and game manufacturers started sending me their prototypes, and I got heavily involved in testing both parts and games. This practice has continued to the present day and has proven to be the backbone of standardization.

On Aug. 1, 1982, Play Meter interviewed me for their "Coinman Interview." This was a tremendous honor, one that helped inform the industry what I was all about. I am proud to say that most of my predictions in that interview have come true, including the video crash that followed soon after.

One day in 1983, I got a call from Jim

Congratulations Play Meter!
Thanks for 15 Years of Loyalty
And Service to our Industry.

CRANEABLES
"For The Best In Plush"
(800) 332-2431

Congratulations
to
Play Meter Magazine
&
Their Staff

For 15 Years of Coverage
Of the Coin-Operated Industry

From Everyone At

SNK

Paul C. Jacobs, President
John A. Barone, Vice President

Jarocki—then with Midway—asking me if I would like to write a service book on pinball machines. We got together with the Bally artist, and the cartoon of "Frank the Crank" was born. This book was handed out at the trade show, and even today it makes an excellent pinball training manual, if I do say so myself.

I later went to Ralph Lally with the idea of doing a book on five years of service tips. He agreed to become a partner and even offered to help me start my own monthly newsletter. Ralph's unfortunate passing affected everyone deeply. He was always for the operator.

I only did one issue of my newsletter, since 500 subscribers were required but only 150 sent in their $60 (all were given a full refund). The fact that 150 operators sent money without even seeing a sample issue told me that I must continue writing. The feature of that one issue (not a collector's item) was Joe Robbins, then president of AAMA. I remember his insights to be right on target, and I thank him for the time he gave me.

One of the people that I have a lot in common with is Todd Erickson, who started off writing for Star Tech Journal and now also writes for Play Meter and RePlay. We always get together at the shows and talk about where the industry is headed and how we can meet our magazine deadlines. Today, we are both "expert witnesses" in a major industry case and work on the AMOA Industry Standardization Committee. Both of us are committed to helping manufacturers produce high-quality equipment.

As redemption spread across the country, I was in a great position to help operators learn about this segment of coin-op. Redemption has been part of my business on the New Jersey Shore since 1972, when my brother and I opened our first arcade. My roots to redemption go much further back, as I was raised in Cliffside Park, N.J., the home of Palisades Amusement Park. Cranes, rotaries, dozers, wheels, and ball bowlers were in operation as far back as I can remember.

Jim Calore agreed to have me write a monthly technical redemption column for Star Tech Journal. Next came "Certain Burton," the bear that picked out the hot new crane items for Play Meter each month. Al Lipkin and his son Stephen of Nancy Sales helped me an awful lot.

During the past three-and-a-half years, I have been very involved in AMOA, giving seminars at trade shows, state association conventions, and AMOA regional seminars. Almost half of my time has been spent outside my business, doing work for the industry. I want to especially thank John Estridge, Jim Hayes, Bill Stone, and Bill LaHart for getting me involved with AMOA.

I have traveled extensively and met many of today's operators. Each region of the country has its unique method of doing business. AMOA has given me the oppor-

– As Featured in November PLAY METER –

REMOVE IC's FASTER!!

With this simple invention, than any other method, including $6,000 vacuum soldering stations.

- Salvages 100's of good IC's per hour
- Won't damage IC's or circuit boards
- Removes 6-40 pin IC's
- This is a Money Making, Labor-Saving Tool

ORDER NOW!

We pay shipping on pre-paid orders

COMPLETE SET of 8 Desoldering Tools

$89.85

VIDEO REPAIR SCHOOL

P. O. Box 121
Glen, MS 38846

601-287-1594

CONGRATULATIONS ON YOUR 15th YEAR

From:

ATLAS DISTRIBUTORS INC.

2122 N. Western Ave.
Chicago, IL 60647

(312) 276-5005
FAX: 312-276-9752

3133 Madison Ave.
Grand Rapids, MI

(616)241-1472
FAX: (616) 241-2170

TAITO

Taito America Corporation

Looks forward to making and
Sharing Industry news with

Play Meter

For at least another 15 years

Happy
Anniversary

tunity to work with some of the top people in the industry; I have absorbed much information from them. I can assure the industry that many of the upcoming officers in AMOA will lead the association to new heights. These are very capable people. I now refer to many of these special AMOA directors as "family."

Working on the AMOA Washington Conference with Wally Bohrer, Dick Hawkins, Fred Newton, and Bob Wilbur has been a very fulfilling experience. Just watching congressmen, senators, their families and staffers enjoying themselves on our video, pinball, basketball, and crane games makes me proud to be in the "entertainment business."

A highlight for me was showing a young senator from Indiana and his two children how to gain extra scores on their pinball games. Not only did all three Quayles—Dan, Tucker, and Corrin—win money for charity, but the young senator went on to win in another big way: from senator to vice president of the United States. This annual event has enabled me to meet close to 100 congressmen, senators, and their families over the past three years. Any operator who doesn't avail himself of the opportunity to meet with his congressman or senator is just plain foolish.

Industry standardization has always been close to my heart. It is moving along at a fast pace, with total cooperation from all three levels of the industry. Working with AAMA on standardization and public relations has also been rewarding. Those special people at AAMA—Bob Fay, Steve Koenigsberg, Frank Gumma Jr., Bill Cravens, Gil Pollock, Ray Musci, Steve Lieberman, and Jon Brady, just to name a few—are not such tough guys to deal with when you find a common ground.

I'm happy that all three levels are once again working for the betterment of coin-op. I am very proud to have preached unity, even when it was not a popular thing to do. All I want is for operators to be healthy; the rest will happen naturally.

Today, an operator needs a strong distributor to help and guide him. I have been fortunate over the years to be a customer of Betson Enterprises and Mondial International, although Alpha-Omega also buys from State Sales and Eastern Music. On the Betson side, Bert Betti, Joe Cirillo, Bob Geschine, Bob Boals, and John Phelps have always been there for me. At Mondial, Robert Fesjian, Tony Yula Sr., Tony Yula Jr., and Irv Spinak have also been in my corner. Some of my best locations are the ones I stole from Mondial's route operation. As you can see, I take no pity on distributors who operate.

If I had to name one individual who has had the biggest impact on me during the past 10 years, it is without a doubt Bob Geschine, treasurer of Betson Enterprises. I have sought his financial advice dozens of times, and he has always guided me in the right direction.

Bob helped me put together a package to buy-out my brother four years ago; arranged for credit when my assets were "frozen" during a two-year period; introduced me to "income forecasting" for accelerated depreciation; led me to a hard-working, intelligent insurance agent; and introduced me to a terrific New Jersey attorney. What more can you ask from your distributor?

That brings me to 1990. During the next year, I plan to continue writing; spend several weekends giving owner/management seminars at distributorships across the country; expand the AMOA Industry Standards; put together the 1990 Congressional Pinball, Basketball, and Dart Tournament; and of course, expand my operating business. Who knows what I'll do in my spare time! As always, keep cranking! ☐

SPECIAL NOTICE

Purchase
your used
equipment from:

**NEW ORLEANS
NOVELTY CO.**

- *In business for 50 years!*
- International reputation for selling the finest used videos, flippers & amusement games available anywhere.
- Each and every game beautifully refinished like new by experts. All games authentic. Legal factory models.
- Get on our mailing list for our latest price bulletins or call Celie or Julie for latest prices.

3030 No. Arnoult Road
Metairie, LA 70002

(504) 888-3500
FAX (504) 888-3506

Frank predictions from ''The Crank'' come true

In an August 1982 Coinman Interview, Frank Seninsky gave candid responses to questions about existing conditions and problems within the industry. Ironically, his acute observations and predictions have come true. Any operators who lived through the early '80s will shake their heads in agreement. Here are some samples of his views at the time.

Complaints to manufacturers: ''You can say what you want to the distributor and get him to pass it on to the manufacturer, but no one really believed it was getting back to them.''

Response to his column: ''I felt that the manufacturers understood that I was dealing with the good and the bad, and trying to overcome the bad and make it a better industry.''

Manufacturer warranties: ''No one in the industry would say there is a manufacturers' warranty. For all the time it takes to get from the distributor, get crated, and be shipped out, the warranty would be expired.''

Industry newcomers: ''Business is in a boom period. The manufacturers are really geared up to produce at a very high level. The distributors are buying at very high levels. There's more credit now than there's ever been.

''Before, people would not overbuy, but now I've noticed that they are overbuying without realizing it. Then saturation hits and you have to sit back and digest what you just ate. I see that coming within the next year. A lot of people are going to go under.''

The effect of Pac Man: ''*Pac Man* was a good game to start off with. I knew right away this was a game people would enjoy playing. But once it got the hype it got blown out of proportion and reality.''

Money seekers: ''Anyone wanting to make money is going to look at this industry. They think it's the 'get rich quick' industry, but they're all going to find out that it's not true.''

Game success: ''I almost discount the first three weeks when a new game comes out for testing. It will do good money because people will spend a few dollars on it to learn how to play. Then at the end of three weeks you'll know if the game is good enough.

''There's one thing that people do not take into account when they talk about making their money back on a game. They're looking at it as an income figure instead of deducting all their expenses. You're a very healthy company if you have 20 percent gross profit.''

Buying philosophy: ''There are a million reasons why you shouldn't stick with those formulas like location, demand, and competition. You have those fighting on one side; on the other side you're fighting for financial stability. You have to stay as close to financial stability as you can. You have to stick to your formula. Sometimes it may mean losing some accounts in the course of it, but in the long run you're better off.''

Speed-up kits: ''I don't think the manufacturers have a right to get a copyright on a game now if they don't want to sell speed-up kits or do anything for operators who are stuck with old games. Someone else is going to do it. Someone's going to have to use these kits because they have been proven to help dead wood come alive again. If it remains a gray area, operators are going to use them and in great quantity.''

Equipment life: ''There's no way you can pay for equipment now if it's going to have only a three- or four-month life. You are going to have to use every bit of your imagination and brain power that you were given to survive out there. Speed-up kits are going to be a reality.

''We took many of the early pinball machines and rewired them to completely change the games to make them more thrilling. Once you buy a piece of equipment you're stuck with it. If you want to change it to make it better, I think you should have the right to do so. Speed-up kits is not a good name for them. I would call them modification kits.''

The business cycle: ''Just take any industry where everything is cyclic. It's good, it's bad, it levels off; then it gets good again. We're probably on the increase of the cycle right now, almost at the top, or we may have come to the top.

''People are running places with absentee management or they're not running it very professionally. And that just creates problems for the industry and brings it more into the limelight.''

Will there be an end to the small businessman?: ''Within 10 years I think it would come to that, just through the laws of economic feasibility. We almost have 30 people a week calling up and asking how to get into the arcade business. And I tell them that first of all, before you even open your mouth, you've got to do $2,000 a week regardless of rent. And there's not many places you can do that; that's big bucks just to open a store. My guess would be that they're going to disappear.

''In the future I can see that you'll have your Aladdin's Castle and each one of your manufacturers will have their sort of side chain— big arcades and game rooms that are run professionally.''

Government regulations: ''The people in the industry have to educate the people who write the laws.''

Equipment demand: ''Now everyone wants the new equipment and they won't stay with you if you don't give them the new equipment. The problem is that there is always someone around to give it to them. There never was before, but now there is. So you're overbuying to stay in business. Attrition is going to bleed this out in about a year.'' ☐

Irving L. Blackman

Why 401(k) plans are real winners

Do you know what successful business owners identify as their favorite long-term, tax-saving technique? Hands down, a qualified pension or profit-sharing plan always wins. And why not? Where else can you control your tax-saving goodies every step of the way? You get a tax deduction when you put money into the plan's trust; the earnings of the trust accumulate tax free; and when you take your share out of the trust, a special averaging break cuts your tax burden.

Can you match or even beat the tax benefits listed? Well, maybe you can with a 401(k) plan. Actually, a 401(k) plan is a plain, old-fashioned vanilla profit-sharing plan with a wonderful twist: the employee can make deductible contributions to the employer's plan.

Consider this example: Success Co. establishes a 401(k) plan that allows employees to contribute up to 10 percent of their compensation to the plan. Bart, who earns $50,000 per year and is in a 33 percent tax bracket, contributes $5,000 to the plan. You'll love the tax results. Bart's income for the year is only $45,000 ($50,000 minus $5,000). His income tax savings is $1,650 ($5,000 times 33 percent).

The most important feature of the plan is that contributions made by the employee get the same tax benefits as employer contributions to a regular profit-sharing plan. Better yet, from the employer's viewpoint, the company provided a solid tax opportunity to the employee without using one dollar of company money to fund the plan. Can high-paid executives and stockholder/employees contribute? Yes, up to 25 percent of compensation, but not more than $7,627 per year.

Is a 401(k) plan right for your company? The answer depends on a host of factors, but here's a list that tells if your company is a likely candidate:

1) Your current profit-sharing plan is subject to the top-heavy rules. You are forced to make a minimum three percent contribution per all employees.

"Stop before you take any money out of a qualified plan!"

2) You currently have a thrift plan. Your employees are making non-deductible contributions to your present plan.

3) The cost of a traditional plan is too high. You must include too many non-key employees.

4) Your profit margins are low. Since you can't afford to make contributions, you never installed a qualified plan.

Deductions for meals and entertainment

Every taxpayer loves to deduct meal and entertainment expenses. But some changes made by Tax Reform are still causing a great deal of confusion. Picking up the tab for a meal or entertainment activity for a legitimate business associate—customer, prospect, supplier, or the like—does not automatically entitle you to a deduction.

Under the old law, 100 percent of a "quiet business meal" with a business associate could be deducted, even though no business was discussed. According to the new rules, only 80 percent of a business meal—quiet or otherwise—is deductible only if business is discussed before, after, or during the meal. It is essential that you document the nature of the business discussion.

Here's another rule that causes many problems: entertainment done for only a pure business motive is never deductible as a stand-alone activity (e.g., a ballgame, a play, fishing). To make it deductible (80 percent of the expense), the activity must be preceded or followed by a bona fide business discussion.

Now let's put the two rules together and get two deductions for one meal. For example, Sam Seller takes Ben Buyer—a potential buyer—to dinner. They talked business, then went to a hockey game. The business dinner did double duty. First, the meal is deductible (80 percent); there was a bona fide business discussion. Second, the cost of the game is deductible (80 percent); it was preceded by a business discussion.

Make sure you and everyone in your company who engages in entertainment activities follows these rules to the letter. Get receipts and bills, and document the information needed to support the deduction as soon as possible.

Retirement funds can cause tax fears

Sometimes the tax law can make you cry. An old friend—let's call him Bert—called me recently. He was desperate, wanting to check some tax law.

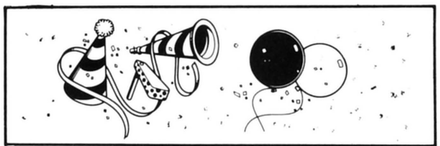
Here's Bert's sad story. Many years ago Bert, now age 65, began to contribute to an HR-10 plan (a profit-sharing type plan called a Keogh Plan in those days). He accumulated a lot of money. Late in 1988, Bert visited the bank that was trustee under the plan and told the bank officer that he wanted to take all of the money out of the plan. He needed to pay medical bills.

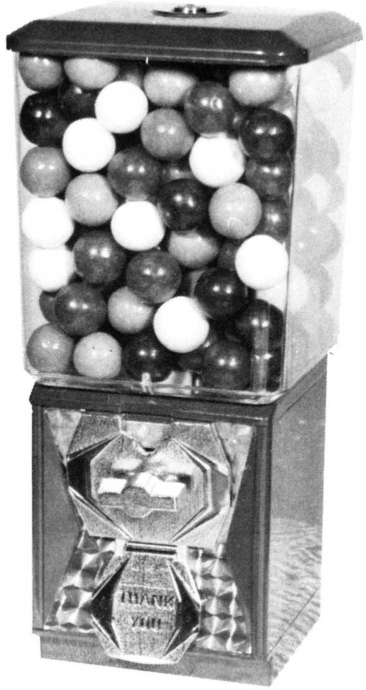
The friendly bank officer analyzed the account and told Bert that a small amount of funds were invested in a CD with a favorable rate that matured in early 1989. The officer advised him to take a complete distribution of almost all the funds in 1988, but to leave the small CD behind until it matured in 1989. Assuming the bank officer was knowledgeable, Bert followed his advice to the letter. He took most of the funds in 1988 and a small amount in 1989.

Then Bert went to his accountant to file his 1988 tax return. The accountant gave him the bad tax news. Because Bert took some of the funds in 1988 and the balance in 1989, he could not use something called "10-year averaging." What was the extra tax cost to Bert? Over $20,000.

Was the accountant right? Yes. On Dec. 31, 1988, the income-averaging tax horse was gone. It was too late to close the barn door. The rule: you cannot get the benefits of averaging unless you take all of your funds out of a pension or profit-sharing plan (qualified plans) in the same year.

The purpose of this item is not to list all of the options available when you get a distribution from a qualified plan. There are a number of choices in most plans. In addition, the technical rules are very complicated. Worse yet, Congress has changed the rules a number of times and may change them again before you retire. But I want to run up a big red flag: *Stop before you take any money out of a qualified plan!* Sit down with an expert and get a list of all your options, along with the tax cost of each option. Let's avoid tax tears upon retirement. ☐





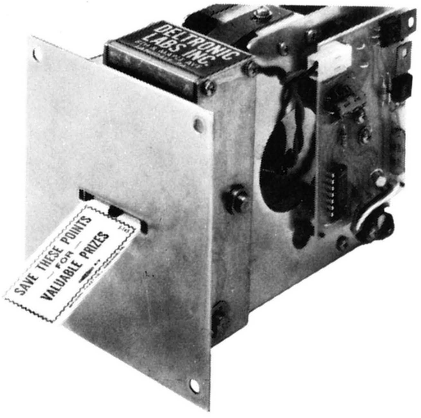
PN 95 VENDORS

THE BEST
FOR LESS!!

**SAMPLE
$25.00**

A &A COMPANY

PM 1930 GREENSPRING DRIVE
TIMONIUM, MARYLAND 21093-0277
301-252-1020 OR 1-800-638-6000



THE TICKET DISPENSER —WITH EXPERIENCE

DELTRONIC LABS DL-1275 Ticket Dispenser is now available in kits—for quick and easy installation on existing video, pinball and novelty games.

For more than 7 years, top amusement manufacturers have relied on DELTRONICS LABS for quality ticket dispensers, backed by prompt and efficient service.

Now this time-tested dispenser is incorporated in kits for the same dependable performance on your present games.

You can renew player interest with tickets for awards and bonuses—and keep them playing again and again and again!

DELTRONIC LABS, INC.

Eight & Maple Avenue • Lansdale, PA 19446
215/362-9112 • Telex 317054

TOP TWENTY

Copyright 1989 by Billboard Publications, Inc. Compiled by the Billboard Research Department and reprinted with permission.

HOT SINGLES

TITLE	Label & Number/Distributing Label	ARTIST
1. Miss You Much	A&M 1445	Janet Jackson
2. Sowing The Seeds of Love	Fontana 874 710-7/Polygram	Tears For Fears
3. Listen To Your Heart	EMI 50223	Roxette
4. Cover Girl	Columbia 38-69088	New Kids On The Block
5. Love In An Elevator	Geffen 7-22845	Aerosmith
6. Dr. Feelgood	Elektra 7-69271	Motley Crue
7. It's No Crime	Solar 4-68966/E.P.A.	Babyface
8. Bust A Move	Delicious Vinyl 105/Island	Young M.C.
9. When I See You Smile	Epic 34-69082	Bad English
10. Rock Wit'cha	MCA 53652	Bobby Brown
11. Love Song	Elektra 7-69280	The Cure
12. When I Looked At Him	Arista 1-9868	Expose
13. Healing Hands	MCA 53692	Elton John
14. Didn't I	Columbia 38-68960	New Kids On The Block
15. Love Shack	Reprise 7-22817	The B-52s
16. The Way That You Love Me	Virgin 7-99282	Paula Abdul
17. The Best	Capitol	Tina Turner
18. Mixed Emotions	Columbia 38-69008	Rolling Stones
19. Call It Love	RCA 9038	Poco
20. Blame It On The Rain	Arista 1-9904	Milli Vanilli

COMPACT DISCS

TITLE	Label & Number/Distributing Label	ARTIST
1. Janet Jackson's Rhythm Nation 1814	A&M CD 3920	Janet Jackson
2. Crossroads	Elektra 60888-2	Tracy Chapman
3. Steel Wheels	Columbia CK45333	Rolling Stones
4. The Seeds Of Love	Fontana 838 730-2/Polygram	Tears For Fears
5. Girl You Know It's True	Arista ARCD 8592	Milli Vanilli
6. Pump	Geffen GHS2-24254	Aerosmith
7. Forever Your Girl	Virgin 2-90943	Paula Abdul
8. Dr. Feelgood	Elektra 2-60829	Motley Crue
9. A Collection Of Greatest Hits	Columbia CK45369	Barbara Streisand
10. Full Moon Fever	MCA MCAD 6253	Tom Petty
11. Freedom	Warner Bros. 2-25899	Neil Young
12. Jeff Beck's Guitar Shop	Epic EK44313	Jeff Beck
13. Flying Cowboys	Geffen GHS2-24246	Rickie Lee Jones
14. Oh Mercy	Columbia CK 45281	Bob Dylan
15. Cosmic Thing	Reprise 2-25854/Warner Bros.	The B-52s
16. The Raw And The Cooked	I.R.S. D-6273/MCA	Fine Young Cannibals
17. Brave And Crazy	Island 2-91285	Melissa Etheridge
18. Repeat Offender	EMI E2-90380	Richard Marx
19. The End Of The Innocence	Geffen GHS 2-24217	Don Henley
20. Cry Like A Rainstorm	Elektra 60872-2	Linda Ronstadt

Arcade schools held in East and West

Amusement technicians from across the United States, Canada, and the Bahamas recently attended two sessions of Randy Fromm's Arcade School, held in Las Vegas, Nev., and Orlando, Fla.

"The program is specifically geared for route service technicians who want to improve their ability to do electronic repair," said Arcade School founder Randy Fromm, who instructed the five day classes. "There are a lot of mechanics and route owners in this industry who are looking for an easy way to learn to repair monitors and power supplies, or to do video game conversions. The Arcade School is a fun and painless way to do just that."

Attendees from a recent Randy Fromm Arcade School in Las Vegas.

The Las Vegas class was held at the Sahara Hotel the week prior to the AMOA show. Attending the class were Bruce Bauldridge and Jerry Schwab of Aspen Amusements in Carbondale, Colo.; Ron Postonian and Jose Falutad of Circle City Amusements in Corona, Calif.; Art Hartenstein of Sierra Amusements in Incline Village, Nev.; Vern Laugsland and John Jansen of Rogue Valley Amusements in Grants Pass, Ore.; Larry Weddle of ABC Amusements in Oakridge, Ore.; Leonal Mendoza of Century Vending and Distributing in Gardena, Calif.; Wes Jablonski of B.V. Investments Ltd. in Nanaimo, British Columbia; Gene Cartwright of Wilmington, Calif.; Randy Kirk of S&K Vending in Checotah, Okla.; Gary Wallace of K-Amusement Co. in Redondo Beach, Calif.; Michael Sutherland of Action Vending in El Paso, Texas; Larry Rosenthal of Rosenthal Enterprises in Phoenix, Ariz.; Brian Stone of Anza, Calif.; Horst Moll of Pioneer Amusements in Eagle, Idaho; Jeff Sultze of Time-Out in Fairfax, Va.; Carlos Chow of C&C Sales in El Paso, Texas; Jim Plake of Ameiser Co. in Anderson, Ind.; Dale Baldwin of Hills Vending in Sturgis, S.D.; and Robert Powell of The Fun Centre in Nanaimo, British Columbia.

Attending the Florida Arcade School were Michael LaMonda and Wanda Martin of Wanda's Amusements in Plant City, Fla.; Wayne Brecht of Ideal Cigarette & Music Co. in Tampa, Fla.; Erasto "Rat" Perez of Florida Keys Amusements in Key West, Fla.; Dean Freeman and Keith Mallow of Pizza Express in Pompano Beach, Fla.; Mark Bloom of Plushvend in Lake Mary, Fla.; Mike Frantzis of More Fun Amusements in Naugatuck, Conn.; Robert Cocoran of Madison Amusement Inc. in East Norwich, N.Y.; Phil Morgan of Southway Amusement Co. in Newport, Tenn.; Todd Drachman of Charlotte Novelty in Cornelius, N.C.; Jim McCulley from Upstate Vending Service Inc. in Lake Placid, N. Y.; Charles Winne of Falcon Sound Inc. in Ocala, Fla.; Bill Bird of Glades Music in Belle Glade, Fla.; Pete Stearns and Steve Lesperance of Time-Out in Fairfax, Va.; Paul Lonsway of Acme Amusements in North Jackson, Ohio; Ernie Sands, Justin Sands, and Gregory Albury of Grand Bahamas Distributors Ltd. in Freeport, Grand Bahamas; Chris Morin of Capitol Automatic Music in Delmar, N.Y.; Bill "Wildman" Karron of Funtime USA in Daytona Beach, Fla.; David Burrows of Crown Scale Inc. in Orlando, Fla.; Lonnie Smith of Orlando, Fla.; Phillip Jaworowski of Four Jays in Rockland, Fla.; and Polly Welene of Atari Operations in Milpitas, Calif.

The 1990 class schedule will bring the Arcade School to San Diego, Las Vegas, Orlando, Baltimore, New Orleans, and Chicago.

For further information and a 1990 class schedule, contact Randy Fromm's Arcade School, 7960 Culowee St., La Mesa, Calif. 92041; (619) 697-4035. ☐

Randy Fromm

Troubleshooting pinball switch failures

The self-test program in Williams pinball machines is unsurpassed when it comes to troubleshooting assistance. This is especially true when detecting problems with the switch circuits. The self-test not only detects switches that are stuck closed, but also identifies switches that have not been actuated during the normal course of game play.

Failure of a single switch is generally a straightforward repair. Examining the switch is usually all it takes to determine the problem. The wire may have fallen off or the switch itself may be broken. But what if the self-test indicates that there are a number of switches that are inoperative? Surely there cannot be something wrong with each of these switches! What type of failure can cause this?

The switch matrix

In a video game, each of the joystick, button and coin switches is connected to the logic board by a single wire. There is a separate input on the board for each switch in the game. This is a perfectly acceptable arrangement, as most video games have a maximum of 18 switches (counting two joysticks and three buttons per player, along with two start buttons and two coin switches).

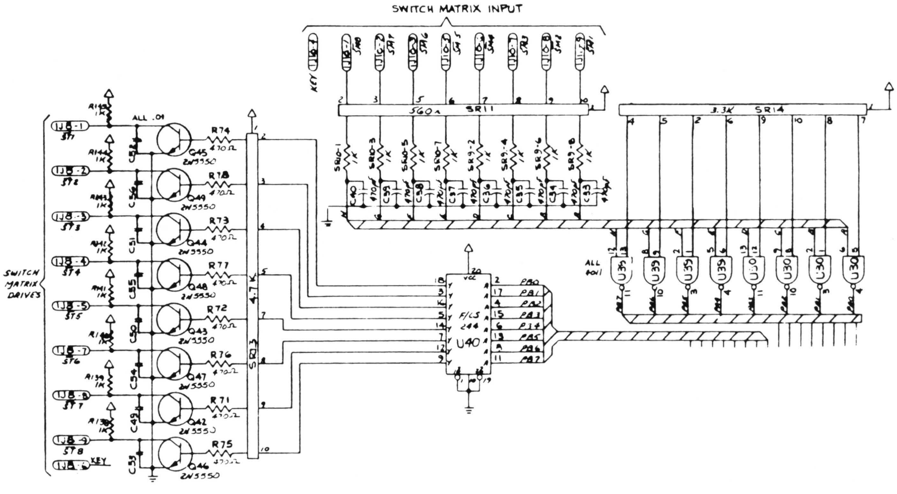
But a pinball machine might have as many as 64 switches! Clearly, it is not practical to have a separate input for each switch. Just the wire harness alone would be huge, not to mention all of the extra integrated circuits that would be required on the logic board to accommodate the multitude of switch inputs.

Instead, pinball machines use a scheme known as a "switch matrix," like an electronic "grid" made up of eight columns and eight rows. Each of the switches in the game is connected to a column on one side and to a row on the other. This allows up to 64 switches to be connected to the logic board (CPU) with only 16 wires. By using the switch matrix instead of individual switch inputs, there are 48 fewer wires and inputs required.

The switch matrix works by quickly "polling" the switches in groups of eight, one column at a time. Each of the columns is connected to a transistor (the "switch matrix drive" transistor) that will complete a ground connection when it is energized by the CPU. This is also known as a "strobe." Any closed switch in the activated column will pass this ground connection along to the row to which it is connected. Each row in the matrix is connected to the input pin of an integrated circuit on the logic board. (The head bone's connected to the neck bone, the neck bone's connected to the shoulder bone, etc.)

The input ICs detect the ground signal (also known as a logic "zero" to the truly hip and well-informed), letting the computer know that a specific switch has been closed. This process is then repeated for each of the eight columns. Each column is strobed in turn, and the inputs (the rows) are read by the computer. After the last column has been strobed, the computer starts over again with the first column. It takes only a fraction of a second for the computer to do this.

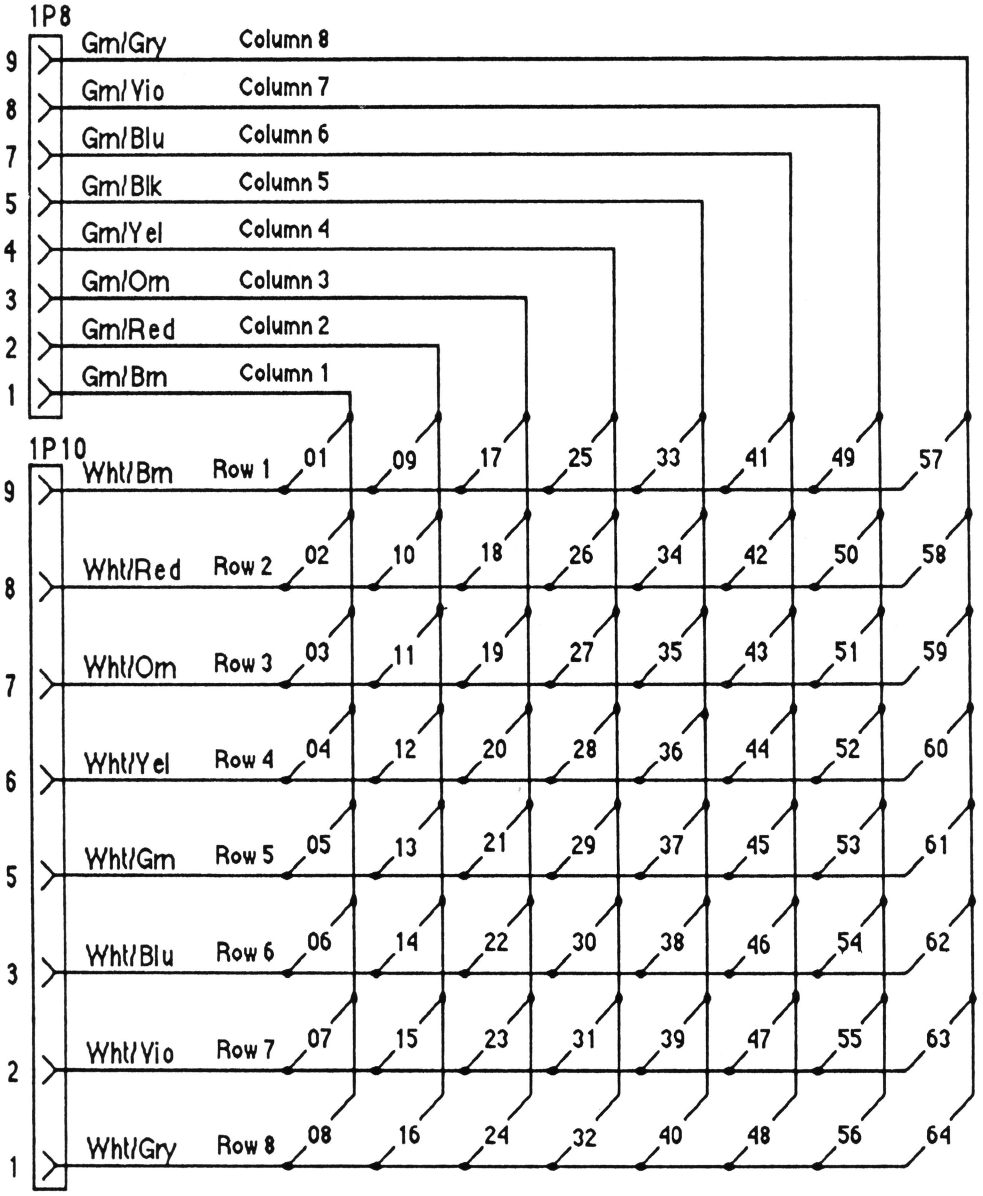
As an example, let's see what happens when a coin is dropped into the left coin chute (switch #6) of a *Police Force* pinball by Williams. The computer is continuously strobing each of the eight columns, one at a time. When the computer strobes column 1 by activating transistor Q45, it grounds one side of all of the switches that are connected to it. Since switch #6 is now closed by the coin, the ground connection is passed through the switch to row #6. Row #6 is connected to integrated circuit U39, pin 2, which detects the ground signal (a logic zero, remember) and signals the CPU.

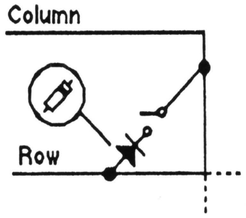


POLICE FORCE Switch-Matrix Table

COLUMN / ROW	1 Q45 GRN-BRN 1J8-1	2 Q49 GRN-RED 1J8-2	3 Q44 GRN-ORN 1J8-3	4 Q48 GRN-YEL 1J8-4	5 Q43 GRN-BLK 1J8-5	6 Q47 GRN-BLU 1J8-7	7 Q42 GRN-VIO 1J8-8	8 Q46 GRN-GRY 1J8-9
1 WHT-BRN 1J10-9	Plumb Bob Tilt 1	Playfield Tilt 9	L 3-Bank StndupTgt (upr) 17	Mid 3-Bank Dr Target (upr) 25	33	SkillSwitch (Spinner) 41	Right Outlane 49	Flipper Right 57
2 WHT-RED 1J10-8	C Side Power A/C Relay 2	Outhole 10	L 3-Bank Stndup Tgt (mid) 18	Mid 3-Bank Dr Target (mid) 26	Enter Right Ramp 34	42	Left Outlane 50	Flipper Left 58
3 WHT-ORN 1J10-7	Credit Button 3	Ball Trough #1 (R) 11	L 3-Bank Stndup Tgt (lwr) 19	Mid 3-Bank Dr Target (lwr) 27	Top Left Tgt (Top Cop) 35	43	Left Return Lane 51	59
4 WHT-YEL 1J10-6	Right Coin Chute 4	Ball Trough #2 (L) 12	R 3-Bank Dr Target (upr) 20	28	Diverter In 36	44	Right Return Lane 52	Left Jet Bumper 60
5 WHT-GRN 1J10-5	Center Coin Chute 5	13	R 3-Bank Dr Target (mid) 21	29	R Ramp to Car 37	Enter Mdl Ramp 45	53	Right Jet Bumper 61
6 WHT-BLU 1J10-3	Left Coin Chute 6	Ball Shooter 14	R 3-Bank Dr Target (lwr) 22	30	R Ramp to Wire 38	Mdl Ramp Score 46	G 54	Lwr Jet Bumper 62
7 WHT-VIO 1J10-2	Slam Tilt 7	Top Right Eject 15	BR Eject 23	Car Up 31	39	47	U 55	BL Kicker ("sling") 63
8 WHT-GRY 1J10-1	High Score Reset 8	16	Top Left Eject 24	Car Down 32	40	48	N 56	BR Kicker ("sling") 64

BL = Bottom Left BR = Bottom Right


1P8
9 Grn/Gry Column 8
8 Grn/Vio Column 7
7 Grn/Blu Column 6
5 Grn/Blk Column 5
4 Grn/Yel Column 4
3 Grn/Orn Column 3
2 Grn/Red Column 2
1 Grn/Brn Column 1
1P10
9 Wht/Brn Row 1
8 Wht/Red Row 2
7 Wht/Orn Row 3
6 Wht/Yel Row 4
5 Wht/Grn Row 5
3 Wht/Blu Row 6
2 Wht/Vio Row 7
1 Wht/Gry Row 8
01 09 17 25 33 41 49 57
02 10 18 26 34 42 50 58
03 11 19 27 35 43 51 59
04 12 20 28 36 44 52 60
05 13 21 29 37 45 53 61
06 14 22 30 38 46 54 62
07 15 23 31 39 47 55 63
08 16 24 32 40 48 56 64



Typical Switch Circuit

Stainless Steel Top—Won't Wear Out!

NEW!

SST LITE ONLY 79" x 44"

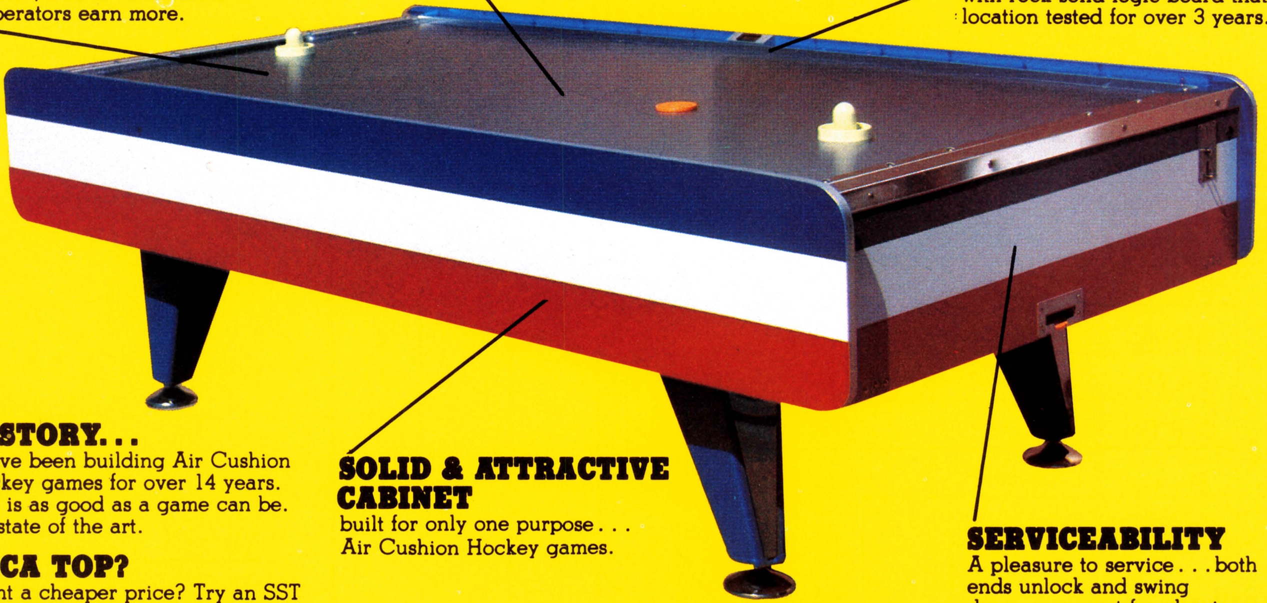
LESS FILLING ... EARNS GREAT

PERFECT FOR YOUR NEIGHBORHOOD TAVERN ... $1895

PLAY APPEAL...
Wide goals make scoring easier . . . faster, SST is more fun & operators earn more.

STAINLESS STEEL TOP...
THAT WON'T WEAR OUT.

DIGITAL SCORING...
with rock solid logic board that's location tested for over 3 years.



HISTORY...
We've been building Air Cushion Hockey games for over 14 years. SST is as good as a game can be. It's state of the art.

SOLID & ATTRACTIVE CABINET
built for only one purpose . . . Air Cushion Hockey games.

SERVICEABILITY
A pleasure to service . . . both ends unlock and swing down . . . a must for clearing junk from goals . . . clear plastic goal covers show any stoppage at a glance. Blower accessed easily through filter door.

MICA TOP?
Want a cheaper price? Try an SST with our Tuff Surface brown mica top. It's not nearly as good as Stainless Steel, but it's available if you want it.

SST-8 SPECIFICATIONS	
103'' x 50''	450 lbs.
262 cm x 127 cm	205 kg.

SST FEATURES:

- Operates of combination of adjustable Time and Scoring.
- Automatic Scoring with Game Over Light.
- Automatic Puck Lock-in at end of game.
- Meter, secure "safe" cash box, indestructible All Steel Legs & Levelers, mil-spec Aluminum Rails & Goals all standard.
- Super-hard Durable Pucks & Hi-Profile Goalies.

WANT TO SEE SST IN ACTION?

Look In At:

- Disneyland • Disneyworld • Show Biz Pizza
- Malibu Grand Prix • Putt Putt Golf & Games
- Pizza Time • Chucky Cheese
- Tokyo, Paris, London, Djarkarta & Thousands of Arcades & game rooms throughout the world.

Imagination Leisure inc

251 DIXON AVENUE AMITYVILLE, N.Y. 11701
(516) 842-4242
Fax: 516-842-0532

Imagination Leisure, Inc. Is The Successor To U.S. Billiards

SST

THE AIR CUSHION HOCKEY GAME

$1995 STAINLESS STEEL TOP **$1795** MICA TOP

NAME ______
SHIPPING ADDRESS ______ STATE ______ ZIP ______
CITY ______
TELEPHONE ______

COD's will not be accepted by Imagination Leisure. Outside USA please specify voltage, cycles & coinage. Prices FOB Chicago. Prices subject to change.

Since the CPU knows that it has strobed column #1 and has received the return signal on row #6, it determines that switch #6 (the left coin switch) has been activated. The diode that is in series with each of the switches is a ''steering diode'' that prevents the simultaneous closure of more than one switch from confusing the computer. Without these diodes, multiple switch closures would fool the CPU into thinking that some switches were closed when they are not.

As another example, when the ball lands in the outhole (switch #10), it is detected when column #2 is strobed by transistor Q49 and the logic zero is returned on row #2 (U30, pin 2).

Troubleshooting

Multiple switch failures are easy to troubleshoot and repair. When the self-test points out a number of bad switches, make a note of their numbers and consult the switch matrix table. All of the bad switches will invariably fall under a single column or row. Column failures are by far the most common. If the bad switches belong to a column, turn off the game and test the transistor associated with that column. Williams has made it even easier by noting the transistor number at the top of each column on the chart. As a matter of fact, testing the transistor is probably not necessary, as virtually all switch column problems seem to be caused by transistor failures.

The column driver transistor is a type 2N3904 in the older games and type 2N5550 in the new Williams pins. The 2N5550 can be used as a replacement for all games. A row failure can be traced to the associated integrated circuit. Changing the IC should be all that is necessary to restore normal operation. The switch input (row) ICs are type 4011. These repairs are easy to make and can be performed in the field.

(Note: I want to take a moment to congratulate all of those who attended my five day Arcade School classes this past year. I know that it is difficult to break away from the route for a week of training. I hope I have been able to help you out in the wacky world of game repair.

Next year's classes will be expanded to six days in order to incorporate some of the new products that have been introduced to the industry and to allow for even more ''hands-on'' training. I also have some new additions to the videotape training series. It's about time, huh?) ☐

Billiard Cloth

Mali
&
FORSTMANN®

Available through distributors

All Grades and Colors,

ORDER DEPT:
TOLL FREE – 800-223-6468
NEW YORK – 212-475-4960

The Henry W.T. Mali & Co., Inc.
257 Park Ave, South • New York, N.Y. 10010

PLAYFAIR™

We Salute You For
Your Support Of The
Coin-op Industry
These Past 15 Years!

Playfair Shuffleboard Co., Inc.:
Brian Crowl
Federico Alleje
Sandy Manor

7021 Bluffton Rd.
Fort Wayne, IN 46819

219-747-7288
Outside Indiana 1-800-541-3743 • FAX 219-747-0470

Mark Gavett

Gazing at coin-op's bygone days

When you look back into the past, you see that the creativity of the coin-op game designers has grown appreciatively in both game hardware and software designs. Not too many years ago, the games were mostly discrete logic and circuit boards—very large, at that. Graphics were both slow and limited. Many games relied on back-lit art work to generate a moving background or roadway, because scrolling was not an active part of the hardware as it is today.

Over the past few years, the games have gone from not using any microprocessors to relying on several to make the game scroll and move as if you were in a real-life battle with an alien. As the games became more and more realistic, so did the controls.

Several companies should feel very proud to have contributed. Among them are Atari for their *Star Wars, Paperboy*, and *720 Degrees* controllers. Sega has presented the industry with several elaborate designs, including those for *Hang On, Enduro Racer, AfterBurner*, and *OutRun*. Street testing is a must with all newly-designed controls, as Sega found out with their cables on *HangOn* and the high maintenance and short workings of *Enduro Racer's* controls.

Even the simple controls have been redesigned; just look at the several different-styled buttons that have emerged in the past 18 months. Some of these buttons were short-lived, but in the long haul the painstaking product changes have and will lead to a better product for everyone.

The joystick has kept right behind the buttons as far as changes having been made. Now the entire industry has several good working joysticks and buttons to choose from. Most of the changes made to the buttons and joysticks involved changing over from blade switches to microswitches. In the case of the button mounting, we no longer have a multi-piece button. Rather, it's a single-piece button and switch that is mounted vertically in the control panel.

There are probably quite a few people who still remember the integrated circuit shortage in the '70s, as well as the recent costly memory shortage of the late '80s. Looking back at the past, there has been one good thing to come from these shortages: the quality and technology of the games have improved while the shortage was occurring.

> ***"Not too many years ago, games were mostly discrete logic and circuit boards; graphics were slow and limited."***

As the inside technology of the games changed, so did the game cabinet itself. The cabinets have gone from all particle board—bulky, heavy, unattractive cabinets—to ones that are stylish, two-toned, and very functional. We are also on the leading edge of another important change in the cabinet business.

The changes that we have seen so far have been that the industry wants to go back to an all-plywood cabinet, like the ones from Williams Electronics. An even more dramatic and functional change came with the addition of the removable drawer systems, as well as the ability to change damaged panels on certain brands of cabinet.

A still bigger change has been the escalating costs associated with shipping these heavy cabinets. As of this article, there is only one cabinet I know of that is UPS-able. This feature has the makings of a very dramatic change in the cabinet industry. Shipping is a big issue to both the operator and end user because of the growing cost of cabinets and kits.

Another rather big change took place in the area of power supplies. In the past, almost all of the manufacturers were using a linear power supply. Now most of the games being manufactured are using some type of switching power supply. When the linear power supply was at hand, there were a lot of failures due to connectors becoming loose and burning the pin and connector housing. With the switching power supply, we have one that is capable of a lot more current output in a smaller, more universal package.

Despite all of these benefits, and the introduction of switchers into more than 50 percent of the industry, their arrival has spawned other problems. Some switchers are overrated and literally cook or bake parts in the power supply. Then there are others mass produced so fast that they cause solder problems. This does nothing but cause service calls and a lot of destroyed power supplies.

With all of these problems, some of the after-market companies are starting to offer a better, high-quality power supply.

The differences in a high-quality power supply are the switching speeds and current ratings of the diodes and transistors used along with better capacitors.

Also, one of the biggest parts to fail is the capacitor, used in such a way as to be literally cooked to death by heat. This heat problem also causes premature failure of the power supply. At the other end of the spectrum, the linear power supply usually would run rather hot under load. This was due to the large series pass transistors located on the large finned heat sinks. The linear power supply usually had some large filter capacitors associated with the supply.

These are just some of the changes that have occurred in the coin-op industry. Many other areas have also changed, including the jukebox. Many styles are now sounding the best they've ever sounded, thanks to the state-of-the-art CD. Not only has the sound changed; so have the features and programmability of the boxes. While all of these changes have been taking place, certain styles are coming back, i.e., the renowned Wurlitzer styling or "Wurlitzer replicas."

Another area that has had some bizarre changes is pinball. Pinball machines have evolved from the '60s and early '70s as electromechanical marvels to today, with very sophisticated machines speaking to us. We've also enjoyed continuous music playing in the background, multiple balls, and fascinating, detailed art work. These new pinball machines also have gained more reliable mechanical workings, as well as earnings. Who knows what new and exciting changes the 1990s will bring us.

Service tip

Most of the Atari System II games *(Paperboy, Championship Sprint)* that used a second linear power supply—located on the side wall of the cabinet—are starting to have a common failure. The power supply, manufactured by Sierracin Power Systems (Model #3B5), has been having a very large failure of capacitors. If your game will not power up until it has been left on for five minutes or so, or if the game does not reset properly when first turned on, replacing capacitor C1 will likely take care of the problem. Capacitor C1 should be replaced with a 220 microfarad, 25-volt electrolytic capacitor. After replacing the capacitor, re-check the five volts at the test points on the PC board.

> ***"One of the biggest parts to fail is the capacitor, used in such a way as to be literally cooked to death by heat."***

Also, I have a solution for anyone who still has a failure problem with his *Star Wars* or *Empire Strikes Back* monitors or high voltage unit. You may just want to replace it with a complete monitor from one of the following games: *Tempest, Gravitar, Black Widow*, or *Space Duel*. (No, I'm not kidding; we've got some out there that have gone over two years without a problem.)

If you still have a working monitor from one of these games, simply remove the old *Star Wars* picture tube, deflection board, and high voltage board. Install a color XY monitor in its place. You may have to make some small wood cuts to accommodate the metal chassis on the new monitor.

After you have the monitor installed, plug the large Molex connector into the one on the monitor and power up your game. Adjust the brightness to a comfortable level, reassemble the game, then send it out on the route. You may want to play the game before it leaves, because it may not be back for a while. ☐

TOKENS

SUN CITY WEST RECREATION CENTERS

TAMPA ZOO ARCADE NO CASH VALUE

PINBALL PALACE

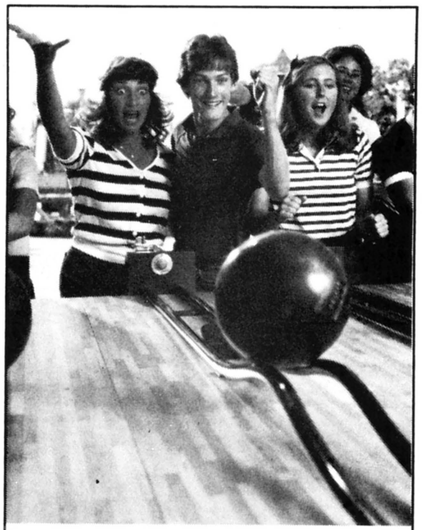
LOWRY PARK FUN CENTER $

King Pin NO CASH VALUE

MORE FUN ZOUNDS! FOR YOUR MONEY

Call or write for complete information

VAN BROOK OF LEXINGTON, INC.
P.O. BOX 5044, LEXINGTON, KY 40555
(606) 231-7100



Bowler Roller is the perfect addition to your gameroom. We bring you great games and more.

Since 1968 we have been developing *merchandising programs* and equipment. If you are interested in tickets, prizes, redemption centers and merchandising methods give us a call.

The makers of Whac-A-Mole
Manufactured in U.S.A. since 1970

Bob's Space Racers, Inc.
427 15th Street
Daytona Beach Florida 32017
904-677-0761

SEGA

SUPER MONACO GP
HANDLE UNIT SPRINGS
U/R GAME ONLY

The two extension springs on the Handle Unit (SLC-1116, see Figure 2) have been changed. The new springs, shown in Figure 1, are longer than the original springs and exert less force on the Cam (SOR-2114).

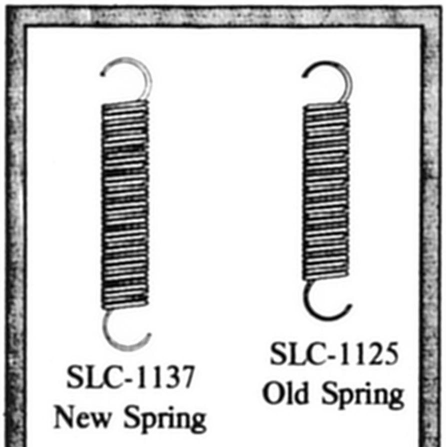


Figure 1

When you need to replace the springs on this unit, remember they are different lengths, so you should replace both springs even if only one needs replacing.

If you received Field Service Bulletin #28, and removed one of the two springs to reduce wear on the Cam you can now use two of the longer springs and wear will still be reduced.

Because of the above, P/N SLC-1125 is obsolete. When you order the new part, you will receive two SLC 1137 at the cost of one.

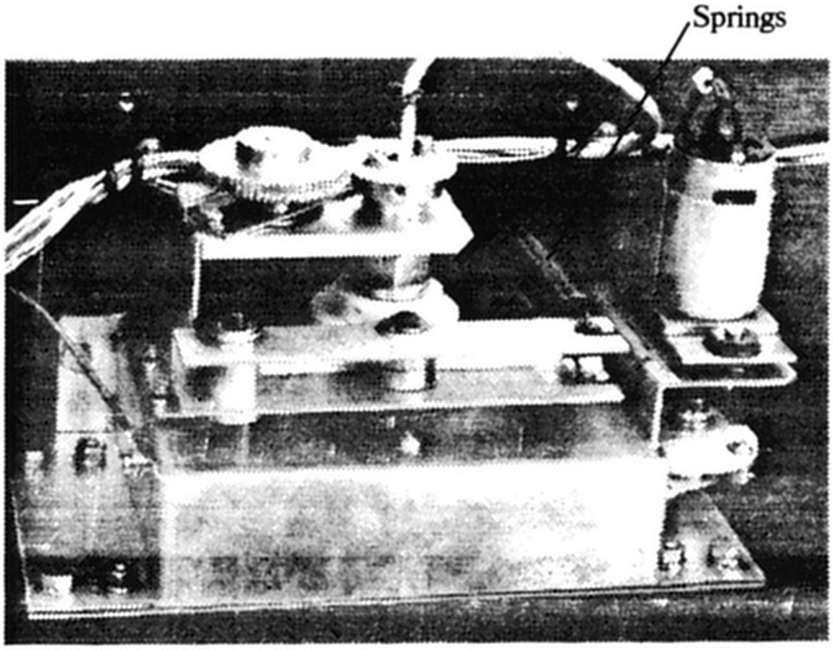


Figure 2

GOLFER
Bankola
BANK
Bankola
BANK
GI JOE

Celebrate With P.M.I.'s Largest Selection

In the Biggest Variety, Newest Colors and Lowest Prices

CHOOSE FROM THE LARGEST SELECTION OF PLUSH AND HARDGOODS.

JEWELRY, WATCHES & CALCULATORS are available in bulk or pre-packaged for crane and rotary machines.

Take advantage of the lowest prices on licensed and unlicensed mugs (Batman, NFL, NBA, etc.).

SEE US FIRST FOR ALL YOUR REDEMPTION NEEDS.
WE ALSO HAVE TRADE-UPS AND BUILD-UPS.

Many new items are continually coming in from our factories.

So you get the HIGHEST QUALITY PRODUCT at the BEST PRICES.

Call now to order and ask for our newest catalog.

1-800-638-3833

VISA
MasterCard

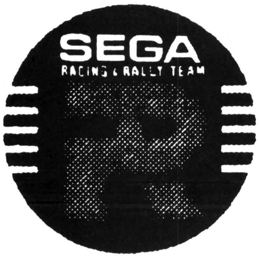
PM
INTERNATIONAL

P.M.I.
Toys & Novelties
FAX (214)748-3047
World Trade Center, P.O. Box 58034
2050 Stemmons Frwy. Dallas, TX 75207

SEGA®

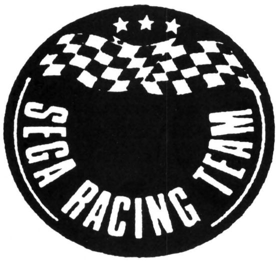
NEW STEERING WHEEL EMBLEM

Turbo Out Run,
Super Monaco GP


SEGA
RACING & RALLY TEAM

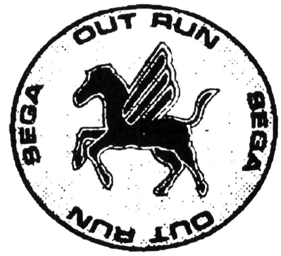
SLC--1096
(New P/N-Metal Version)

Hot Rod (4 Player),
Power Drift


SEGA RACING TEAM

HL-2010

Out Run


OUT RUN
SEGA
SEGA
OUT RUN

KR-1125

The Steering Wheel Emblem on Super Monaco GP, POW-2061 has been improved, and is now made from metal. There is also a support bushing and longer steering wheel screws.

The parts shown below will fit on any Sega Driving game designed after 1986* that uses the Out Run Steering wheel KR-1121Y. *(3 PLAYER HOT ROD USES A DIFFERENT STEERING WHEEL). The design pattern (on the emblem) will be different however and only match the emblem on Turbo Out Run and Super Monaco GP. This could only be a problem on 4 player Hot Rod where the 3 other steering wheels could look different because of the graphics pattern on the emblem.

For the next 6 months, when you order the Metal Emblem P/N SLC-1096, all the other parts shown in Figure 1, (except the steering wheel) will be included at no charge. Please order P/N "KIT-EMBLEM"

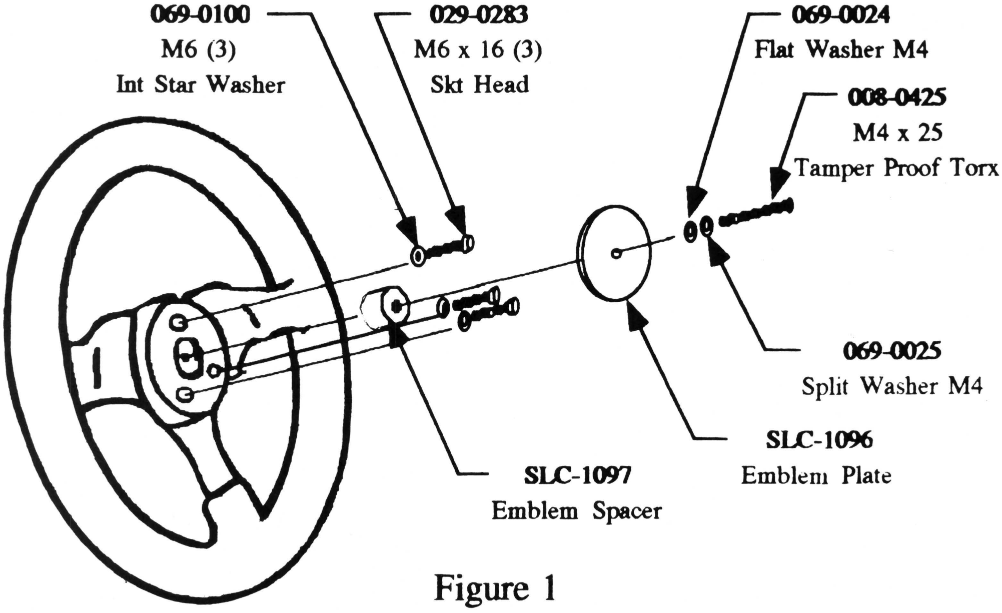

069-0100
M6 (3)
Int Star Washer
029-0283
M6 x 16 (3)
Skt Head
069-0024
Flat Washer M4
008-0425
M4 x 25
Tamper Proof Torx
069-0025
Split Washer M4
SLC-1096
Emblem Plate
SLC-1097
Emblem Spacer

Figure 1

Have your own copy of **Play Meter** Magazine delivered to your home or office. Call **(504) 488-7003** to start your subscription **today.**

PLAY METER magazine

Yes! I want to receive every issue of Play Meter. Please enter my subscription as shown below:

☐ Mr. ☐ Ms. Name ____________________
Street ____________________
City ____________________ State ____________________
Zip ____________________ Telephone ____________________

Signature ____________________ Date ____________________
Title ____________________
Company ____________________

☐ Payment Enclosed ☐ Bill me
Charge my: ☐ Visa ☐ MasterCard
Card No. ____________________ Card Exp. Date ____________________

		USA	*Canada	*Foreign
☐ New	☐ 1 yr.	$50.00	$50.00	150.00
☐ Renewal	☐ 2 yrs	90.00	90.00	
	☐ 3 yrs.	120.00		

*Payable in U.S. currency only

Check One:

☐ Manufacturer
☐ Distributor
☐ Route Operator
☐ Arcade Operator
☐ Support & Supply
☐ Technician
☐ Other

Please specify:

____

____

PLAY METER magazine

Yes! I want to receive every issue of Play Meter. Please enter my subscription as shown below:

☐ Mr. ☐ Ms. Name ____________________
Street ____________________
City ____________________ State ____________________
Zip ____________________ Telephone ____________________

Signature ____________________ Date ____________________
Title ____________________
Company ____________________

☐ Payment Enclosed ☐ Bill me
Charge my: ☐ Visa ☐ MasterCard
Card No. ____________________ Card Exp. Date ____________________

		USA	*Canada	*Foreign
☐ New	☐ 1 yr.	$50.00	$50.00	150.00
☐ Renewal	☐ 2 yrs	90.00	90.00	
	☐ 3 yrs.	120.00		

*Payable in U.S. currency only

Check One:

☐ Manufacturer
☐ Distributor
☐ Route Operator
☐ Arcade Operator
☐ Support & Supply
☐ Technician
☐ Other

Please specify:

____

____

Have your own copy of **Play Meter** Magazine delivered to your home or office. Call **(504) 488-7003** to start your subscription **today.**

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY CARD
FIRST CLASS PERMIT NO. 954 NEW ORLEANS, LA

POSTAGE WILL BE PAID BY ADDRESSEE

PLAY METER Magazine
P.O. Box 24970
New Orleans, LA 70184-9988

PLAY METER Magazine

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY CARD
FIRST CLASS PERMIT NO. 954 NEW ORLEANS, LA

POSTAGE WILL BE PAID BY ADDRESSEE

PLAY METER Magazine
P.O. Box 24970
New Orleans, LA 70184-9988

PLAY METER Magazine

Congratulations,
Carol, Val and the
entire staff of

PLAY METER

for 15 solid years of
service to our industry.
Keep up the
good work.

Your friends at

FABTEK

Bonnie Theard

It's a jungle out there . . . try something adventurous

Planning prize purchases can be a tough assignment. What hasn't been done before? What new twist on a proven theme can still work with the right changes? What catches the fancy of the player?

Mardi Gras Plush has some answers in their newest prize choices, starting with the **Safari Monkey** and **Outback Kangaroo**. Both measure 13 inches tall, priced at $4.50 each. Super-soft and clad in appropriate safari attire, the monkey wears a dress and a pith helmet. The kangaroo is a sight from ''down under'' in his suit and Indiana Jones-style hat.

The **Musical Clowns** are actually colorful stick-ons with a music box inside. There are 10 different clown costumes from which to choose. All measure eight inches tall, priced at $4.50 each. The clown's head moves to the sound of such tunes as ''Send in the Clowns'' and ''The Way We Were.''

Cat lovers will respond to the big 13-inch, green-eyed white fluffy **Persian Cat** that measures 12 inches long and seven inches tall. He is one of several plush cats available in the price range of $3-$5. For more information on these and other selections, call Mardi Gras Plush, (800) 443-9918 or (504) 837-7035.

Christmas is just a sleigh ride away and Brady Novelty can fill your seasonal plush needs with prizes like their five-inch **Holiday Bears** (#31314) that have candy canes and presents in hand. The assortment offers four different bears packaged in lots of a dozen, $7.80 per dozen. For bulk orders of five cases or more, the price is $7.36 per dozen. There are 24 dozen to a case.

There's also old **Santa** (#XM312) himself, all in red with a full beard. He measures eight inches tall, priced at $12.22 per dozen, or $11.54 per dozen when purchased in bulk (five cases or more). For information on other Christmas assortments, call Brady Novelty, (800) 451-8697 or (704) 357-6284. ☐

Pace, Horan, Moriarity,
and Everyone at

U.S. GAMES, INC.

1346 Oakbrook Drive, Suite 110, Norcross, GA 30039
1-800-HIT-GAME FAX 404-446-2211

Congratulates
Carol Lally, Valerie Cognevich,
and Everyone at

PLAY METER Magazine

on

15

Great Years

Mousin' Around

Bally
MOUSIN' AROUND

Bally introduces a new pinball with extra-bright primary color graphics and a whimsical musical score in *Mousin' Around*.

Whoever issued the challenge, "to build a better mousetrap," didn't count on Bally's design team developing a pinball with nooks and crannies that spell C-H-E-E-S-E, and field mice who collect tasty Cheezy Bonuses and make off with an Extra Ball or Special.

The game also features fool-proof mousetraps. Players can set traps by spelling M-O-U-S-E T-R-A-P, and lock one ball in each to start the triple multi-ball challenge.

At the Mouse Hole, stealing away with the cheese earns big points—especially during multi-ball when the reward is a jackpot worth up to five million! And each player can requalify for the jackpot on an unlimited basis. There's also a Big Cheese Loop and Extra Ball.

For more information, write Midway Manufacturing Co., 3401 N. California Ave., Chicago, IL 60618; (312) 267-2240 (FAX 312-267-8435). ☐

Ameri Darts

Ameri Corporation brings the game of darts to the video screen with a lively kit called *Ameri Darts*, which combines serious dart playing with cartoon characters and sight gags.

The one- to four-player game offers several innovations, including a new mounting-style for the track ball and the ability to be used with both horizontal and vertical monitors in standard uprights as well as cocktail table cabinets. The track ball mounting allows for greater accuracy, sensitivity, and long-term consistency. The track ball and button on the control panel are illuminated throughout game play.

From the player's perspective, the game takes place in a tavern where the dart board appears on-screen. Side action on the left and right qualifies as comic relief, such as when a mouse comes from behind the board to scoop up a cheeseburger.

By rolling the track ball, players aim the on-screen dart toward the board and a build-up of the desired score. Popular dart games of 301, High Score, and Cricket can be played, as well as two new entries designed by the company: Sector Shootout and Flash. Both of the new games appeal to seasoned and novice players alike.

The kit comes complete with PC board, marquee, side panel decals, and two control panel overlays, as well as a control panel plate of 14-gauge steel that gives the game a *dedicated* look. There's also a fully-loaded JAMMA harness with "quick connects" already installed for operator convenience and ease of installation.

For more information, or distributor referral, write Ameri Corporation, 3955 Suffolk, Hoffman Estates, IL 60195; (312) 934-0661 (FAX 312-934-0555).

The Dealer

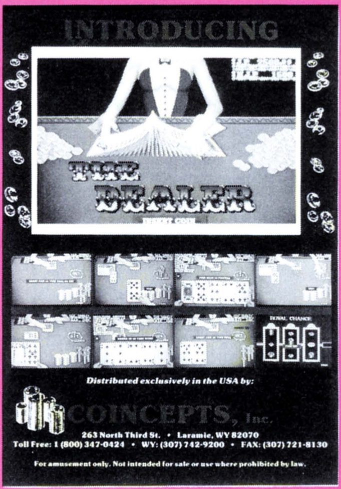
Coincepts debuts a new video poker machine, *The Dealer*, that plays as fast as any conventional game and offers an optional lighted bill acceptor that takes $1s, $5s, $10s, or $20s in any direction in low light areas.

An on-screen woman dealer shuffles the cards to invite play. Players see the cards dealt from a deck; discards remain visible. Coins move to a "bet" circle with credits bet, and the dealer removes them if it's not a winning hand. A win receives more coins. One hundred silver coins equal one gold.

Features include Auto Bet, Hi-Lo Double-Up and Half Double-Up, Progressive Jackpot and Minijackpot, plus Royal Chance (the option of holding the Ace of Spades to play a slot feature for extra points).

The upright cabinet measures 62.50 inches high, 22.75 inches wide, and 25.25 inches deep. The monitor is a 19-inch Wells Gardner model with sliding shelf. There's a JAMMA harness and 12- amp power supply, plus built-in coin bag for easy servicing. Operator-adjustable settings include optional pay tables, and 5, 10, or 20 maximum credits bet.

For more information, or distributor referral, write Coincepts Inc., 152 N. Second St., Laramie, WY 82070; (800) 347-0424 or (800) 869-0460, also (307) 742-0010 (FAX 307-721-8130).



Distributed exclusively in the USA by:

COINCEPTS, Inc.
263 North Third St. • Laramie, WY 82070
Toll Free: 1 (800) 347-0424 • WY: (307) 742-9200 • FAX: (307) 721-8130

For amusement only. Not intended for sale or use where prohibited by law.

Lucky Ducky

The Lucky Associates have developed a new bird for the world of egg vending machines with its *Lucky Ducky*. The novelty piece bases its duck figure on the famous children's story, "The Legend of Lucky Ducky."

The green duck is a guard of the Leprechaun's Treasure Eggs until a coin is inserted. Then the egg-dispensing mechanism activates and the duck swings in his magic golden horseshoe while quacking a wild laugh.

A new modular design makes *Lucky Ducky* easy to transport. Shipped UPS in two cartons, the game is assembled by fastening a few thumb screws. Plug him in and he's ready. Repairable parts are all in the bottom module, which can be easily exchanged.

The unit holds 600 eggs and is constructed of steel, high-impact plastic, and plexiglass. Access is secured by two heavy steel shutters. Coinage can be set for 25 or 50 cents or a quarter size token. Dimensions are 48 inches high, 20 inches wide, and 20 inches deep.

For more information, or distributor referral, write The Lucky Associates Inc., State Highway WW, Route 2, Conway, MO 65632; (417) 589-6700 (FAX 417-589-3031).

JACKPOT
FLASH FOUR

Flash Four

Betson Enterprises takes a new direction in the area of redemption with *Flash Four*, a game that tests the player's keen memory and quick reflexes. The object is to recall the last spot where the flashing Queen of Spades appeared.

A two-tiered game, it features an overhead maze with point values that are lighted after successfully identifying the last position of the queen. Depending upon the number of coins inserted, players receive from one- to five-lives that translate into time to play the game. An incorrect selection means the loss of one life.

Flash Four is housed in a colorful upright cabinet that measures 71 inches tall, 25.75 inches wide, and 21.50 inches deep. There are many operator-adjustable features for award payout and ticket or token winnings.

For more information, or distributor referral, write Betson Enterprises Inc., 6 Empire Blvd., Moonachie, NJ 07074; (800) 524-2343 (outside New Jersey), (800) 652-2837 (in New Jersey), or (201) 440-2200 (FAX 201-440-4463).

Hop Shot

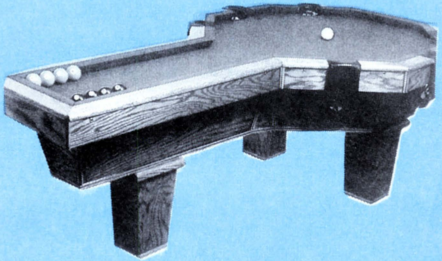
Take the qualities of a ball bowler and add them to the strategy of a game of pool and you have the makings of a different type of novelty/redemption game called *Hop Shot*.

Currently marketed by Eurolink, the game is designed by Classic Creations of Garrettsville, Ohio. It is a game of skill and tests the player's pool shooting abilities. Features include all solid-state electronics and digital sound; a ticket dispenser is optional.

Players use a pool cue to shoot a ball down a felt-covered lane that curves upward toward target rings with various point values. *Hop Shot* is available in trailer-mounted units as well as the standard single units that measure 25.50 inches wide, 96 inches long, and 84 inches high.

For more information, write Eurolink, 7439 La Palma, Suite 270, Buena Park, CA 90620; (714) 739-1010 (FAX 714-522-3948).

Bauchaa!!



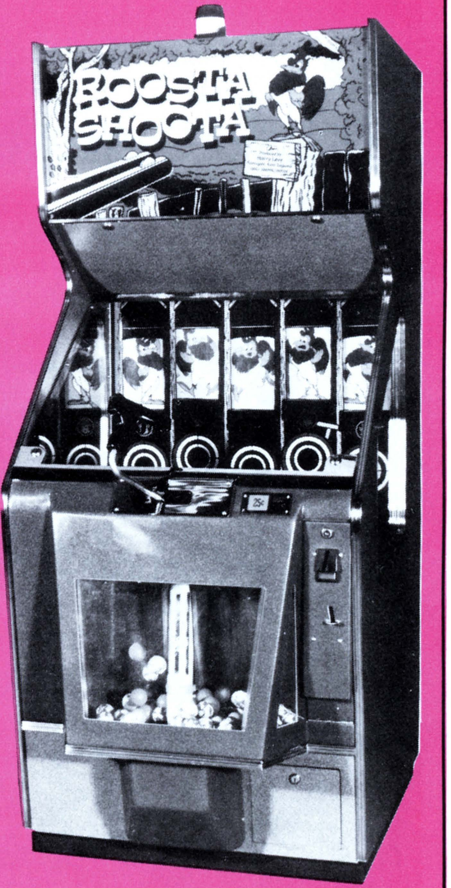
Cortesi Research and Development introduces an entirely new concept for table games: the *Bauchaa!!* based on the ancient Italian game of boccie.

Bauchaa!! is played indoors with balls similar to billiard balls. Balls are propelled by hand, eliminating the need for "cue room" around the table. This design allows for table placement against a wall or in a corner.

Game dimensions are 32 inches high, 9 feet five inches long overall, and 54 inches wide on the octagonal-shaped end. The toss area is four feet long and two feet wide; ball racks are built in.

Each player gets four balls numbered 1-4. He must skillfully roll each one toward the white object ball in the center of the octagonal-shaped end of the table, close but not touching. Points are scored by knocking your opponent's balls into any of six pockets, and by having the highest numbered ball left closest to the object ball. Players with the highest number of combined points wins.

For more information, and possible discussion on manufacturing and/or distributing, write Cortesi Research and Development Corp., P.O. Box 121, Arcola, MS 38722; (601) 332-3258.



Roosta Shoota

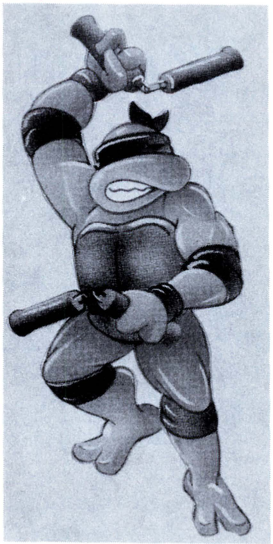
Coastal Amusement Distributing has redesigned its target shooting redemption game, *Roosta Shoota*, and turned it into a novelty game that's different.

Roosta Shoota features a lineup of colorful strutting roosters with targets underneath each one. Players shoot balls at the targets, rack up points, then gain tickets to be redeemed for prizes.

The game features an illuminated rotating timer, realistic sound effects, and a ticket dispenser. Measurements are 72 inches high, 42.50 inches deep, and 30.50 inches wide. A winner light atop the game flashes as tickets are dispensed and draws attention to the game.

For more information, write Coastal Amusement Distributors Inc., 601 Prospect St., Lakewood, NJ 08701; (201) 905-6662 (FAX 201-363-6329). ☐

Teenage Mutant Ninja Turtles



Nintendo introduces a new release for its *Play Choice* System with *Teenage Mutant Ninja Turtles*, a video that follows the green underground heroes on an adventure in China Town.

In this game scenario, the cult comic book heroes face carnivorous robots bent on "chowing-down" in China Town, and try to stop brutal Ninjitsu warriors from harming bystanders from the Bronx to Broadway. These warriors are particularly deadly as they are blood descendants of the heinous Foot Clan, arch enemies of the Teenage Mutant Ninja Turtles.

Our heroes are powered by slices of pizza (their favorite food), and head out on their mission with nunchukus and katana blades in hand. They travel by party bus, which is filled with anti-Foot Clan missiles.

At their disposal are the tortoise radar, a map, and a sixth sense that helps them avoid traps and secret sewer passages.

For more information, or distributor referral, write Nintendo of America, P.O. Box 957, Redmond, WA 98052; (800) 633-3236 or (206) 882-2040.

Convert-A-Cabinet

Coindata enters the video conversion system market with the introduction of *Convert-A-Cabinet*, a unit that has a removable drawer panel and tilt-up top panel for easy conversion to any video game kit.

The cabinet has a black finish and one-piece wrap-around T-molding. A 19-inch color monitor inside can be easily rotated from a horizontal position to a vertical position. Other features include an 11 amp Wico power supply and JAMMA wiring harness for full compatibility with video games of today and tomorrow.

The *Convert-A-Cabinet* has a one-year warranty backed by toll-free technical support via phone. Quantity pricing is available and dealer inquiries are welcome.

For more information, write Coindata Inc., 3026 Owen Drive, Suite 106, Antioch, TN 37013; (800) 248-5487 or (613) 793-9124.

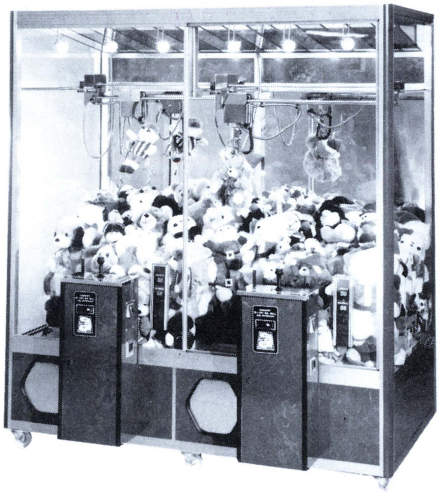
Two-Player Big Choice Limited Edition

Betson Enterprises has added a two-player version of its new *Big Choice Limited Edition* crane that affords maximum viewing area. The one player model debuted at the AMOA Expo.

The new-style double crane features an oversized eight-inch claw and $1/$5 bill acceptor with stacker. Jumbo merchandise, which has proven to raise crane collections, is ideal for use in this new crane. Other features include separate locked cashbox, coin meter, and locking caster wheels.

Mirrors and halogen lights give the *Big Choice Limited Edition* a special look. The deep bay and lower glass viewing area accomplishes two goals: it stocks more merchandise and appeals to young players who may have trouble seeing the prizes in a standard crane.

For more information, or distributor referral, write Betson Enterprises, 6 Empire Blvd., Moonachie, NJ 07074; (800) 524-2343 or (201) 440-2200, Fax 201-440-4463.



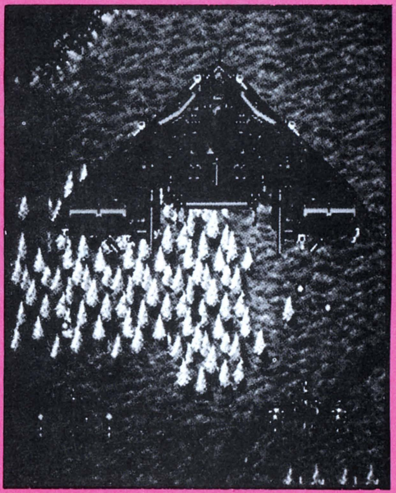
Task Force Harrier

American Sammy introduces its latest video game kit, *Task Force Harrier*, that invites players to pilot their own Harrier Jump Jet.

A two-player interactive game for vertical monitors, *Task Force Harrier* follows this theme: Russian General Alexander Zaratovitch has taken command of the Soviet Red Army. Gorbachev's plan of "perestroika" appears doomed as General Z unleashes the power of the TU-160 Strategic Bomber.

Players can pilot the awesome V/STOL Harrier Combat Jet Fighter, help Gorbachev regain control, and turn back General Z and the rebels. Gameplay involves bombing and strafing ground targets, using numerous power-up items such as Sidewinder and Homing Missiles, and earning Snake-Eye. There are 12 stages, including a "fly by" of the Kremlin.

For more information, or distributor referral, write American Sammy, 2421 205th St. #D104, Torrance, CA 90501; (213) 320-7167 or Fax 213-320-2597.



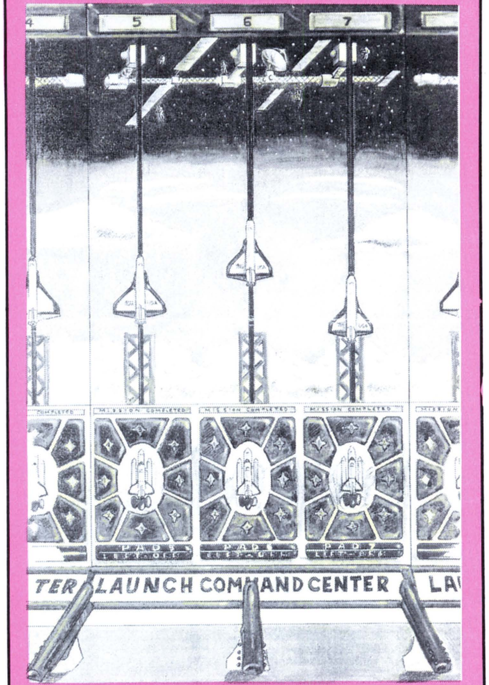
Shuttle Launch

Lazer-Tron Corp. introduces another group lazer race midway game, *Shuttle Launch*, that challenges players to race space shuttles up a track.

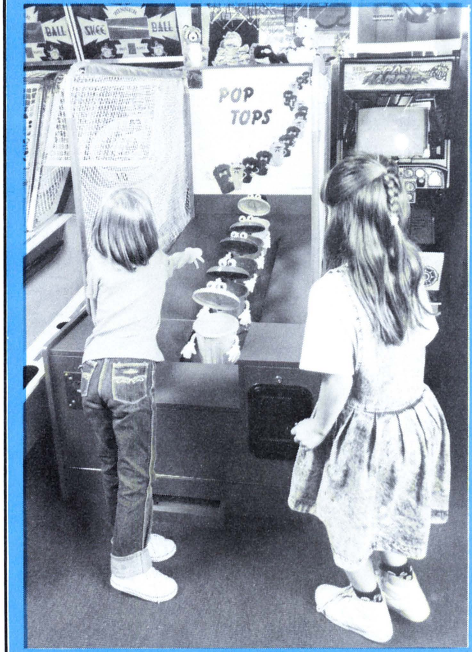
Each player mans a lazer gun and shoots a set of targets that elevates his/her shuttle further up the track. The first player to dock at the space station atop the game is the winner.

Shuttle Launch is available in two formats: midway model and coin-operated ticket-dispensing model. The game is done in red, white, and blue with appropriate wording indicating Launch Command Center, Pad 5 Lift-Off, and Mission Completed.

For more information, or distributor referral, write Lazer-Tron Corp., 7042-B Commerce Circle, Pleasanton, CA 94566; (415) 460-0873 (FAX 415-460-0365).



Pop Tops



Perceptive Resources brings eye-catching animation, skill, and cheerful music together in one attractive package: a new redemption game called *Pop Tops*.

Players are asked to toss balls into brightly-colored pails to win tickets. Each pail is progressively difficult to reach and the ticket value increases proportionately. Digital readouts show the number of balls thrown and total tickets won. An animated attract mode with music completes the theme.

The cabinet is constructed of plywood and covered with top-grade formica. Motors, PC boards, ticket dispensers, and components are integrated into a durable unit designed for years of dependable service.

For more information, or distributor referral, write Perceptive Resources Inc., Unit JJ, 2001 Cattleman Road, Sarasota, FL 34232; (813) 379-9100.

Grand Master II

Playfair Shuffleboard unveils the *Grand Master II*, the latest addition to its signature line of handcrafted tabletop shuffleboards with technologically advanced circuitry.

The new model offers increased flexibility in two areas: 1) length of game time, and 2) game pricing. Dip switch settings provide maximum adaptability and simplicity in changing game variables. The time-based, adjustable time-out feature automatically goes to "game over," allowing the operator control of board usage.

Grand Master II also features Play Barrier Control, a specialty component that protects the integrity of play in unsupervised coin-op shuffleboard locations. The control uses a unique system of physical deterrents that emerge from the board to prohibit play when the table has not been activated. When the correct coins are inserted, the barricade lowers and play can begin. The barrier appears again when the automatic time-out feature has been tripped.

For a closer view of the *Grand Master* series in action, Playfair has a promotional/instructional video, "Set 'Em Up . . . Slide." The video, in VHS format, highlights the full range of Playfair Shuffleboard features along with the entertainment, competitive, and profit-making possibilities in tabletop shuffleboard.

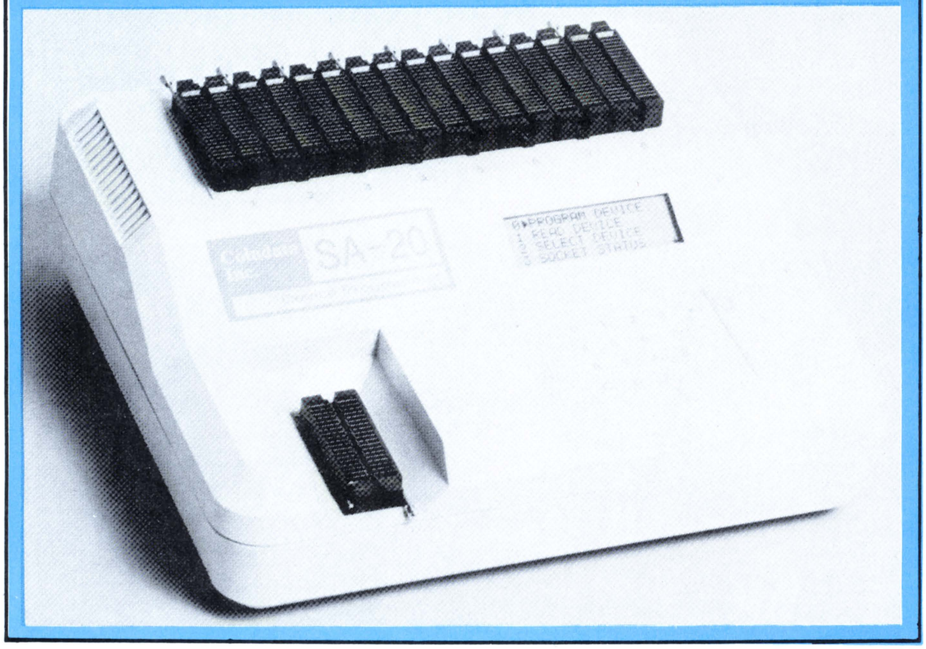
For more information, or distributor referral, write Playfair Shuffleboard Co. Inc., 7021 Bluffton Road, Fort Wayne, IN 46819; (800) 541-3743 (FAX 219-747-0470).

EPROM programmer

Coindata Inc. has added to their line of device programmers with the SA-20 EPROM Programmer, an 8 gang standalone or PC-driven programming device. It will program EPROMs ranging in memory from 16K to 4 megabits. The SA-20 uses a quick pulse algorithm that allows it to program eight 1M EPROMs in only 40 seconds.

Programming is made easier through the use of menus and a 24 x 4 line LCD readout on the SA-20. Binary, Intel Hex, and Motorola S programming formats are fully supported. The use of an A9 intelligent identifier allows unknown devices to be identified at the touch of a button. Other features include a built-in memory editor, user-programmable macros, the ability to split and shuffle 16 and 32 bit, and user-definable configurations. The SA-20 comes with a complete one-year limited warranty and toll-free technical support by phone.

For more information, contact Coindata Inc., 3026 Owen Drive, Suite 106, Antioch, TN 37013; (800) 248-5487.



Epoxy adhesive

Master Bond Inc. has commercialized a flexible, high-performance epoxy adhesive/sealant. EP21TDC-2 is the first successful alternative to the epoxy-polysulfide types of adhesive sealant compounds developed over 40 years ago. It features all of the desirable performance characteristics of epoxy-polysulfide systems, but without their objectionable odor. This product produces high-strength bonds to such dissimilar materials as glass, metals, and concretes after convenient ambient temperature cures.

Meanwhile, Master Bond has released a new two-page product selector guide on fiber optic grade epoxies. Mechanical and physical properties, handling properties, and application recommendations are listed for different Master Bond grades. These include spectral transmittance data, index of refraction, operating temperature range, etc. Applications range from bonding and potting to coating and laminating. The guide will aid in the selection of proper compounds for specific applications.

For more information, contact James Brenner, Master Bond Inc., 154 Hobart St., Hackensack, NJ 07601; (201) 343-8983.

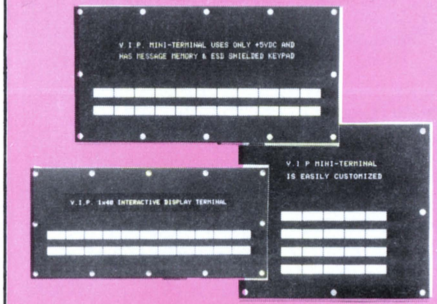
Mini-terminals

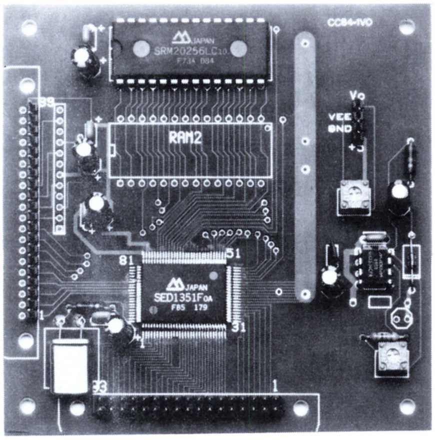
The Industrial Products Division of IEE has enhanced its V.I.P. family of mini-terminals by extending the operating temperature range to 0-70 degress Celsius, with no increase in price. V.I.P. modules simplify the process of creating an operator interface panel for applications such as test equipment, industrial controllers, alarm panels, etc.

They combine an easy-to-read alphanumeric vacuum fluorescent display with a metal-dome membrane keypad and contrast-enhancement filter (five filter colors are available). Compared to standard or even super-twisted LCDs, vacuum fluorescent displays offer a wider temperature range and better legibility under all lighting conditions, except direct sunlight. This translates into fewer operator errors and quicker response times.

An on-board microprocessor encodes the switches (or a user-supplied keypad) and controls the display. All share a common bidirectional serial RS-232 ASCII I/O port. The units include EPROM-based canned message memory. Only +5 V DC power is needed. Three formats are currently available. Prices at 100 pieces range from $203 to $284, depending on display format and whether a rear cover is desired. Delivery is four to six weeks ARO.

For more information, contact IPD Sales, IEE Inc., 7740 Lemona Ave., Van Nuys, CA 91409-9234; (818) 787-0311, ext. 418.


V.I.P. MINI-TERMINAL USES ONLY +5VDC AND HAS MESSAGE MEMORY & ESD SHIELDED KEYPAD
V.I.P MINI-TERMINAL IS EASILY CUSTOMIZED
V.I.P. 1x40 INTERACTIVE DISPLAY TERMINAL



Flat panel displays

Densitron Corporation offers a new graphic controller interface for flat panel displays. This product is designated as Model DBC-01.

Among the features are: supports gray-scaling capability (four levels); supports 200 x 320, 200 x 640, 400 x 640, and 480 x 640 displays; direct ribbon cable connection to Densitron LCD modules; easy interface to most 8-bit microprocessors and microcontrollers; compact board size (4'' x 4''); minimizes hardware development; allows multiple displays to be operated simultaneously; and provides a cost-effective solution to microprocessor-controlled applications.

At the 100-piece level, prices start at $78. Delivery is two to four weeks ARO.

For more information, contact Gordon Gibson, Densitron Corp., 2540 W. 237th St., Torrance, CA 90505; (213) 530-3530.

Parts catalog

J-S Sales Co. Inc. has published a new 96-page catalog of parts and supplies for coin-op amusement machines. Responding to the industry's needs, J-S has added many new items to its comprehensive line.

Among the additions are several high-efficiency power supplies, harnesses, metering and repair equipment, new game buttons with a unique ''label-it-yourself'' labelling system, new security bars, and an expanded range of soft tip darts.

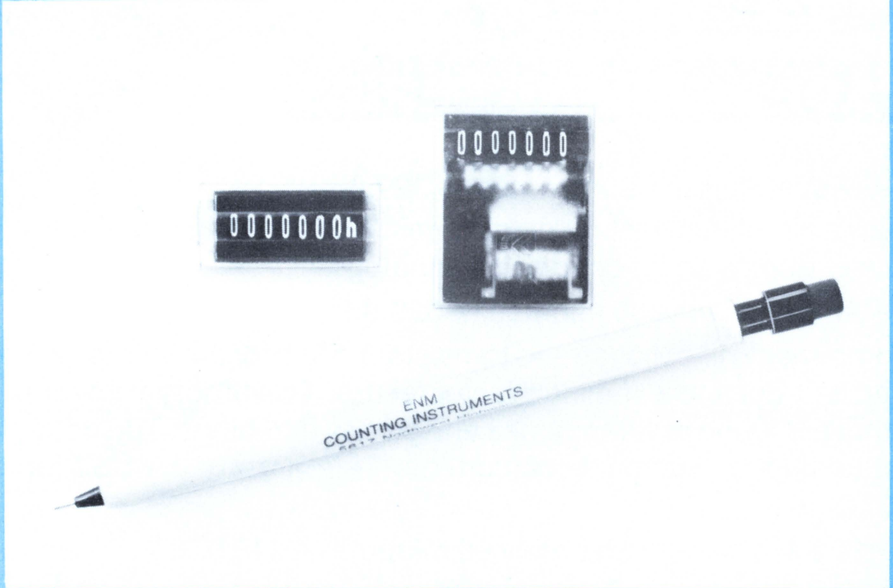
For a free copy of the catalog, contact J-S's Sales Dept., 5 Fulton Ave., Mt. Vernon, NY 10550-5185; (800) 431-2944 or (914) 668-8051.

PC board cleaner

Contact East has been appointed the first authorized distributor of the Micro Care product line, which includes products used to clean PC boards and to do so with proprietary brush applicators.

Some of the products include a polar flux remover that's pure Genesolv DMS (it removes water-soluble salts and activated rosin fluxes); a heavy-duty flux remover (pure Genesolv DTA) for aged flux; and an anti-static blend solvent which meets many mil specs and is an excellent cold cleaner for rosins and oils.

For more information, write Contact East, 335 Willow St. So., North Andover, MA 01845; (508) 682-2000.



Twin counters

ENM Company announces the arrival of twins: the Series P2G/E9E mini-adding counter and Series T33 mini-hour meter. A perfect match for side-by-side mounting applications, both the counter and hour meter are ideal for easy installation where space is limited.

The Series P2G is a mini-panel mount counter; the Series E9E counter is designed for direct soldering and PC boards. Both are suitable for battery operation and electrical circuitries. These counters are available in 12, 24, 110, and 220 VAC and 1, 1.5, 3, 4, 4.5, 6, 9, 12, and 24 VDC.

Series T33 hour meters are quartz crystal, oscillator-controlled impulse counters. The hour meters are ideal for battery operations and use on electronic PC boards. They are available in 5, 12, and 24 VDC with 12-24 VDC optional. Mounting variations include panel and PCB mounts. All of these ENM units are shock resistant, have enhanced readability, and use low power consumption.

For more information, contact ENM Co., 5617 Northwest Hwy., Chicago, IL 60646-6135; (312) 775-8400. ☐

Audio Visual Amusements

Congratulations
Play Meter Magazine
on your
first 15 Years!

1901 Delmar Blvd.
St. Louis, Missouri 63103

314/421-5100

Invest in the BEST

Big Top Mini Pinball
Kids will love this rugged new pinball game because it always gives them a toy. Earn consistent pinball profits and count on Mayoni's unique features:

- Play with Every Purchase
- Sturdy Steel Construction
- Power-Free, All-Mechanical Operation
- 1 Year Warranty

Call Mayoni today for more information.

1 (800) 345-1183

MAYONI ENTERPRISES 10340 Glenoaks Blvd. Pacoima, CA 91331
(818) 899-2488 1 (800) 345-1183 Fax: (818) 899-0152

Mayoni Enterprises

RANDY FROMM'S

ARCADE

SCHOOLS

THE ORIGINAL!

ACCEPT NO SUBSTITUTIONS!

VIDEOTAPE TRAINING SERIES

Program #1 Basic Electronics — Approximately 30 minutes — $29.95

An introduction to basic electronics as it relates to electronic games. No heavy math or theory . . . Just a commonsense look at electronics and electronic terminology.

Program #2 Semiconductors — Approximately 30 minutes — $29.95

Semiconductors are electronic components like diodes and transistors. Many of the failures we encounter in electronic games can be traced to a semiconductor failure. This program covers the semiconductor components that are found in videogames and pinball machines. Topics include identification, testing and obtaining replacement components. This lesson is a **MUST** for the novice technician.

Program #3 Power Supplies Parts 1 & 2 — Approximately 60 minutes — $49.95

Power supplies are easy to understand and to repair. This two part lesson covers both power supplies and voltage regulator circuits in great detail. This program is a recommended prerequesite for those wishing to learn to repair videogame monitors as many monitor problems can be traced to failures in the monitor's power supply.

Program #4 Raster Scan Monitors — Approximately 60 minutes — $49.95

The popularity of conversion kits in today's operations means that videogame monitors must be kept operating longer than ever before. This lesson details the operation of monitors and outlines many of the common problems you can expect to encounter. Monitor safety is also covered in this lesson.

Program #5 The Digital Multimeter — Approximately 30 minutes — $29.95

The DMM is the single most important piece of test equipment you can use on your route. This lesson shows you how to use the DMM to make all of the tests and measurements necessary for repairing games. I believe this is the single most important program in the videotape training series.

Please send me the following tapes:

[] Program #1
[] Program #2
[] Program #3
[] Program #4
[] Program #5

[] I am enclosing payment in full.

[] Please send C.O.D.

Please make checks payable to:
Randy Fromm

Name:____________________ Address:____________________

City:____________________ State:__________ Zip:__________

Randy Fromm's Arcade Schools • 7960 Culowee Street • La Mesa, California 92041 • (619) 697-4035

CLASSIFIED

PLAY METER'S classified ads are sold by the column inch ($30 per column inch with a 1 inch minimum). Prepayment must accompany ad. You may pay by check, money order, Visa or Master Card. The deadline is one month before you want the ad to appear (example: August ad must be in by July 1). Send ad orders and payment to: PLAY METER Magazine, P.O. Box 24970, New Orleans, LA 70184; FAX 504-488-7083. For more information, contact Carol Lea LeBell (504) 488-7003.

BEST MFG. CO.
JUMBO PLUSH
PRE-PACKS
1-800-962-4486
414-547-5051
* Call For Specials *

READERS/ADVERTISERS:
Please note that we do not solicit or knowingly accept advertising for Parallel PC Boards. However, we cannot screen every advertisement and advise buyers of used games to stay informed of the latest rulings. Ask questions before you buy!
PLAY METER MAGAZINE

WE BUY USED PC BOARDS
TOP $$/Any Quantity
Leeward Industries, Inc.
1-800-937-1900 Ext. 1065

We Buy and Sell
PHOTO MACHINES
And are your best source for:
FILM, CHEMICALS & PARTS
Serving Photo machine operators since 1951
Phone us any hour of any day
ED HANNA
Box 4568 • Ithaca, NY 14850
607/257-3333 • 607/257-3334

D&R
Star

- Pioneers of Pool and Dart Leagues
- Nation's Largest Seller of Late Model League - Used Machines
- Member VNEA and NDA

Now shipping location ready:

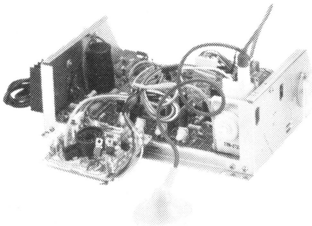
Arachnid 4500 . . . . $475.00

CALL NOW!
* *Lots of 25 or more . . . $15 more off* *

D&R Star — (507) 282-6080 Ask for Mike
or Hanson Dist. — (800) 328-2866 Ask for Ray
All Orders C.O.D.
Visa, MasterCard and Discovery Accepted

STOP! DON'T THROW AWAY YOUR ELECTROHOME MONITOR YET.

#53210-G07

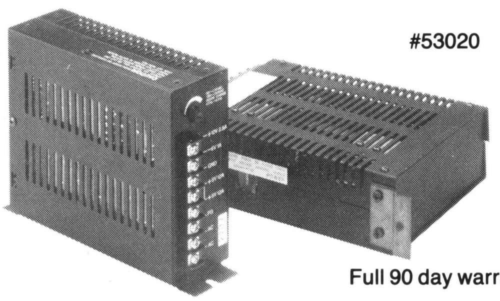


Introductory Offer

$99^{95}

Full 90 day warranty

#53020



Full 90 day warranty

ALL KINDS OF VIDEO GAME PARTS ALSO AVAILABLE

VIDEO CHASSIS

MODEL	COMPATIBLE TO
53210-G07	ELECTROHOME G07 - 19" MONITOR
	DISCO 19" MONITOR

1. Power Source: AC 110V
2. Power Consumption: 40W Max
3. R.G.B. Gain Control
4. H & V Position Adj. H & V Hold Adj. H & V Size Adj.
5. Intensity Adj. 110V DC Voltage Tuning
6. High Voltage Output 25KV

SWITCHING POWER SUPPLY

MODEL	AC OUTPUT	DC OUTPUT
53020-1	AC 90-135V	+5/7A, -5/1A, +12/0.5A
52020-2	or	+5/12A, -5/1A, +12/2.5A
53020-3	AC 190-245V	+5/15A, -5/1A, +12/2.5A

1. Overload Protection
2. Built-in EMI Filter
3. Short-CKT Protection on all Output
4. High Efficiency, Low Cost, High Quality
5. Designed to Meet U.L., C.S.A., V.D.E.
6. 100% Burn-in Test (Full Load)

EYGO COMPANY LTD.

TAIWAN OFFICE: 2F-4 342 SEC. 1, FU-HSING S, RD, TAIPEI, TAIWAN
TEL (02) 7067262 FAX 886-2-7555405

USA OFFICE: P.O. BOX 167873, IRVING, TX 75062
TEL (214) 258-1227 FAX (214) 255-4007

Dollar Bill Changers

"IT'S TIME FOR CHANGE"

STANDARD FEATURES
- Modular Design
- Mars 1&5 DBA
- Mars $400 Stacker
- Coin Controls Hopper
- MEDACO Security Lock
- 16 Gauge Steel
- Full 1 Year Warranty
- Overnight Parts Available
- $2000 Coin Capacity (MBC 2000)
- $400 Coin Capacity (MBC 400)

OPTIONAL FEATURES
- Choice of Free Standing or Wall Mount
- Rowe DBA
- Extended Service Contract

Call Toll-Free 1-800-227-6136

Micro Manufacturing Inc.
535 Old Nashville Highway
Lavergne, TN 37086
In TN (615) 793-5510 FAX (615) 793-5512

COMPUTER SOFTWARE

For the Game Route Operator

• CAMS •
Route Management System
A powerful, fast easy to use system

- Increase your profits
- Location and machine history
- Identify non-profitable machines and location
- Print collection sheets
- Super easy/fast revenue entry
- Prints 1099s
- Rotation Advisor
- Numerous statistical & Roi Reports
- Free updates

And Much More! — For Only $995

30 day money back guarantee — Demo disk available for IBM PC, XT, AT & compatibles — Free brochures

Also Available
•CALMS•
Dart, Pool or Cricket League Managers

Turn Hours Of Work Into Minutes
- Automatic scheduler
- Super easy/fast score entry
- Tracks team & player achievements
- Simplifies awarding trophys & prizes
- Tracks team financial information
- Numerous reports & listings and much more!
- For only $395 ea.

Write or call: **E-SOFT SYSTEMS**
1276 Red Pine Circle • Baxter, MN 56401
(218) 829-4743
Multi-Pack Discounts

The Game Exchange

CALL TOLL FREE
OUTSIDE OHIO
1-800-848-0110
IN OHIO
1-800-848-1514

We Save You Money

1590 Alum Creek Drive
P.O. Box 09598
Columbus, Ohio 43209-0598
(614) 258-2933
Fax (614) 258-2940

USED FACTORY KITS

We are pleased to offer a limited quantity of quality used factory kits. Every kit contains an original factory board, original factory graphics (with the exception of the substitution of a generic overlay), player controls, manual and wiring harness. These are *NOT* parallel boards. Each kit comes with our 30 day warranty.

ARCH RIVALS (H)	$995	GANG WARS (H)	$795	PREHISTORIC ISLE (H)	$795
BOTTOM OF 9TH (H)	895	GOLDEN AXE (H)	1295	ROBO COP (H)	795
CABAL (H)	595	IKARI III (H)	495	S.P.Y. (H)	CALL
DEVASTATORS (V)	495	MAIN EVENT (H)	399	TECMO KNIGHT (H)	695
DYNASTY WARS (H)	795	NINJA GAIDEN (H)	995	U.N. SQUADRON (H)	1195

USED GAMES

Alcon	$595	1943	$795
Bad Dudes (25″)	1695	Operation Wolf	1795
Blasteroids	995	Oscar	795
Cabal	995	Quarterback	1295
Capcom Bowling	1295	Renegade	495
Crime Fighters	2095	Shinobi	995
Cyberball (2p)	1695	Super Off Road	CALL
Ghostbusters	695	Team Quarterback	2395
Ghost'n Goblins	595	Time Soldier	895
Guerilla War	1095	Toobin'	1395
Ikari Warrior	695	Vindicator	1495

NEW FACTORY KITS

All Am. Football (V)	Call
Capcom Bowling (V)	Call
Crime Fighters (H)	Special
Cyberball 2072 (H)	Special
Dyger (V)	$495
Eswat (H)	Special
Midnight Resistance (H)	Call
Sky Adventure (V)	Special
Street Smart (H)	Special
Super Volleyball (H)	Special
V-Ball (H)	$595
World Cup '90 (H)	Call

SAVE $100

Trade in any used P.C. Board and get $100 off our regular low price of any of these new factory kits:

ESWAT
CRIME FIGHTERS
STREET SMART
SKY ADVENTURE
SUPER VOLLEYBALL
CYBERBALL 2072

Not valid with any other bonuses or specials.

Expires 12/31/89

OUTSIDE OHIO
1-800-848-0110

CALL TOLL FREE

IN OHIO
1-800-848-1514

National TICKET CO.

TICKET AVENUE
SHAMOKIN, PA
17872-0547
717-648-6803

ONE COUPON

FOR ALL MERCHANDISE
REDEMPTION TICKETS CALL
TODAY

6486803

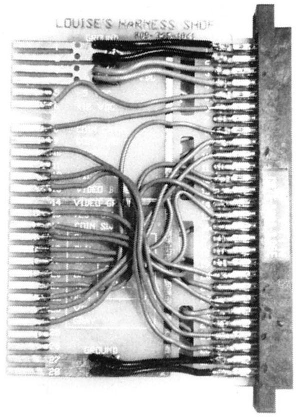
NATIONAL TICKET CO., SHAMOKIN, PA

WE BUY & SELL USED PC BOARDS

Eldorado Products
14816 Main Street
Gardena, CA 90248

(213) 516-9522
FAX 213-516-7058

Call for Quotes



Harnesses • Interface Boards
Color Conversion • PCB

Custom wire harnesses made to order

Jamma/Generic Harnesses

1 thru 25 @ $15.50	76 thru 100 @ $10.50
26 thru 50 @ $14	over 100 @ $9
51 thru 75 @ $12.50	

Normally shipped same day as ordered

Conversions Made Simple With Interface Boards

Double Male Interface Board with Jamma pinout one side & choice of either 28/56, 22/44 or 18/36 on other side @ $10. Male/Female Interface Board with Male Jamma pinout on one side with choice of 28/56, 22/44 or 18/36 Female Connector on other @ $13. All boards have provisions for jumpers from one side to the other. Boards wired to your pinout $5. Also, Male PCB @ $2.50. Nintendo Monitor Color Conversion PCB, simple installation, instructions furnished, $22. Quantity prices on request.

We also have a TRUCK MAINTENANCE program!
We also have a PARTS MAINTENANCE program!

COMPUTER SOFTWARE

BY OPERATORS. . . FOR OPERATORS. . . We've put together the finest ROUTE MANAGEMENT SOFTWARE PROGRAM that has ever been written!

* Over 150 operators are using this software to manage their routes profitably. . . from Hawaii to Puerto Rico, from Canada to Mexico and have been operating it since January 1, 1985. It's a ROUTE MANAGEMENT TOOL that will tell you everything you need to know in order to run your route professionally. The instant graphics on every location and every machine in that location are all the marketing tools you'll ever need!

REMEMBER OUR GUARANTEE: Not 30 or 60 days, but 365 days! If you find anything that's faster and better, we will also buy it and cheerfully refund your money!

THE SILENT PARTNER

3441 South Park • Springfield, IL 62704 • A DIVISION OF ALL STAR MUSIC, INC.

(217) 793-3350

CALL US FOR THE NAMES OF PEOPLE IN YOUR AREA THAT ARE USING THIS!!!

WE BUY • WE SELL • WE TRADE • WE REFURBISH

Every Make, Model & Brand Of:

• Coin Operated Kiddierides • Arcade Novelties/Specialties • Carnival/Park Items • Trains • Antiques/Nostalgia Items

We Primarily Deal In Used & Refurbished Equipment

Coin-Operated Kiddierides

Buy Kiddierides for 1/2 Price

Look at every Kiddieride company's brochure. Check their retail prices, select any of their rides, then cut their prices in half, and that's what we will sell you their rides for, refurbished!

For As Low As $750

Trade in your scratched, dented, broken, rough and ragged-looking kiddierides for "Like New" refurbished ones. . .so why pay $2,500 plus of a new one?

Prices Starting As Low As $395

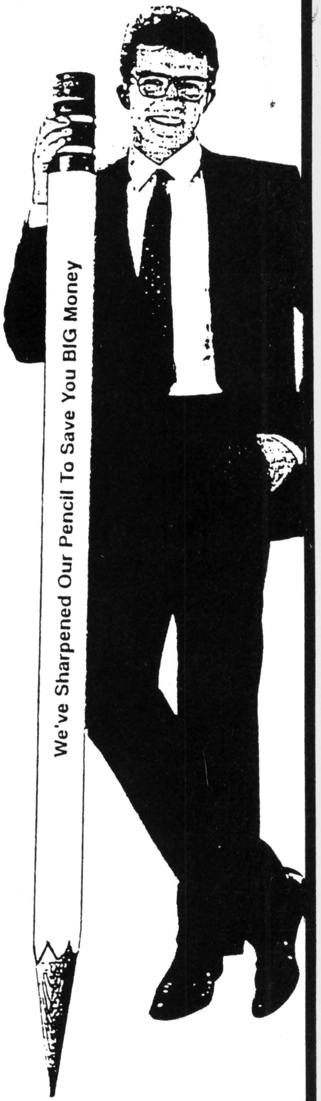
Arcade Novelties

Whac-a-Mole
Skee-Balls
Water Guns
Cartoon Machines
Balloon Machines
Parrot/Chicken/Egg Machines
Hockey Games
Scales
Name Stampers
Boom Balls
Arm Wrestlers
Punching Bags
Knock Downs
Shuffle Alleys
Bowlers
Bowler Rollers
Roll-Down Games
Quiz Machines
Analyzers
Reaction Machines
Grip Testers
Love Testers
Astrology
Tin Can Alley
Dollar Bill Changers

This is a partial but representative list of what we now deal in. We do not deal in or handle videos, pins, juke boxes, cranes, pool tables

---

Save Up To 75%


We've Sharpened Our Pencil To Save You BIG Money

WE'LL BUY ANY OF THE ABOVE, IN ANY CONDITION

WE WARRANTY EVERYTHING WE SELL

We will pick-up and deliver anything we buy, sell or trade anywhere in the U.S.A. and most of Canada!
. . .we can save you nearly 75% in freight & crating charges alone!
Plus, you don't have to do a thing!

Se Habla Español

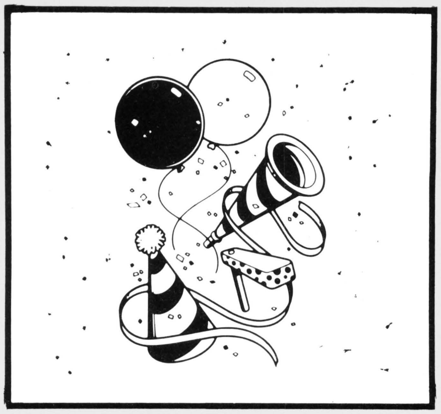
Mexico, Puerto Rico, Colombia, Uruguay, Argentina, Chile, El Salvador, Spain, Bolivia, Venezuela, Peru, Republica Dominicana, etc.

Nos hacemos cargo de toda exportacion requerida!

THE AMUSEMENT EQUIPMENT EXCHANGE, INC.
1203 FIFTH AVENUE ROCK ISLAND, IL 61201

CALL (309) 788-0135

VISIT OUR PLANT AND SEE OUR LARGE SELECTION.
WE'LL PAY FOR YOUR AIRPLANE TICKET. (CALL FOR DETAILS)

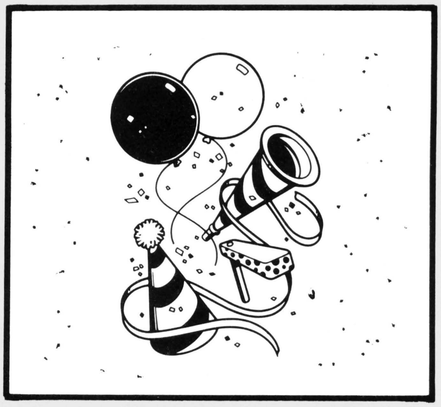


TITLE STRIP PROGRAM CO.

200 free title strips with the purchase of the easy-to-use computer title strip program. Print your own song titles. Print a list of all your records at each location . . Over 150 features! $79.95

Call 1-800-950-JUKE (Orders Only)
(301) 956-5846 (For information)
Visa/MasterCard/Choice/American Express

"TITLE STRIP PROGRAM CO."
P.O. Box 333
"RIVA, MARYLAND 21140"



VIDEO CONNECTION

930 JEFFREY LANE, DIXON, CA 95620

100% COMPLETE — FACTORY KITS

Kit	Price
Golden Ax (Hottest new kit 2 pl. simul.)	Low Price
Ninja Gaiden (2 pl. simul. Top Earner)	Closeout
WWF Super Stars (lil' Hulksters can't wait!)	$1295
Nastar Warrior (Ultimate Conan)	$950
Robo Cop (half policeman/half robot)	$850
Tetris (2 pl. simul. Fresh new adult style theme)	$795
Double Dragon II (The Revenge, Now a kit)	$795
Prehistoric Isle (Dinasaur vs BiPlane)	$750
V-Ball (2 or 4 pl. Volleyball Action)	$750
Shinobi (All time tip earner)	$750
Omega Fighter (New 2 pl. vert. Space Odessay)	$650
Devastators (2pl commando combat action)	$595
Double Dragon (Top earning 2 pl. Karate)	$595
P.O.W. (2 pl.-latest new factory vert.)	$595
Leland Strik Zone (Top Baseball Winner)	$595
Bubble Bobble (Super novelty style sleeper)	$550
Sky Soldier (2 pl. siml.-like Sky Shark)	$495
Thundercade (2 pl., Motorcycle GI Combat)	$475
Unisystem Kit w/Super Mario Bros	$450
LED Storm (Car racing adventure)	$450
Rastan (Medieval Sword Fight Adventure)	$450
1943 (2 pl. simul.-hit like 1942)	$450
Sky Shark (Vertical Airplane Shooter)	$450
Dygar (Vertical Space Odessay Adventure)	$395
Extermination (2 pl. Rescue Sexy Maidens)	$375
Time Soldier (2 pl. simul. Ikari Warrior style)	$375
Top Gunner (2 pl. Ikari Warrior style)	$375
Renegade (Street Fight like Double Dragon)	$375
Kuri Kinton (Top earning Kung Fu/Karate kit)	$375
Last Duel (2 pl. simul. Aircraft & Car)	$375
Terra Force (Space combat action adventure)	$350
Bally Blasted (2 pl simul., like Empire City)	$350
Alcon (Strong Earning Space Blaster)	$295
Victory Road (2 pl. simul. Ikari Warriors)	$295
Legends of Kage (Knives & Throwing Stars)	$295
UFO Robo Dangar (Robots Gone Wild!)	$295
World Series (Baseball at its best)	$275
Empire City 1931 (Shoot Gangsters w/Gun)	$250
Ghosts & Goblins (Haunted Graveyard)	$250
Ledgendary Wings (2 pl. GALAGA style)	$250
Last Mission (Space Weapons Galore)	$250
VS Super Mario Bros (All Time Greatest)	$250
Jail Break (R-Rated Prison Hostage Drama)	$225
Commando (Combat w/Guns & grenades)	$195
Choplifter (Helicopter Hostage Rescue)	$195
Exerizer (Latest Hot Space Blaster)	$195
Mission 660 (Space Blaster w/Continuation)	$195
Mania Challenge (2 pl. Wrestling Combat)	$195
Ring King (2 pl. Top Rated Boxing)	$195
Night Stocker (Shooting, w/Steering Wheel)	$195
Kung-Fu Master (Top Martial Arts Earner)	$150
Rush N' Attack (POW Commando Rescue)	$150
Yie Ar Kung Fu (proven Karate winner)	$150
VS Castlevania (Halloween Haunted Castle)	$95
VS The Goonies (Like Super Mario w/Timer)	$95
VS Golf (Excellent Tavern Piece)	$95
VS TKO Boxing (Like Ring King II)	$75
VS Uni-System: (PAC, Ms, Donkey, or Jr.)	Call

BUY 2 KITS & SAVE $50 OR BUY 3 KITS & SAVE $100 ON: YIE AR KUNG FU, KARATE CHAMP, KICKER, KUNG FU MASTER OR RUSH N' ATTACK

We want to buy Super Mario Bros., Ice Climber, and R.B.I. VS Software

Control Panel Button LABEL SHEET - 150 plus labels (Enough for 20 conversions: Fire, Bomb, Punch, Kick, Sword, Shield, Attack, etc.) $29

Buy, Sell or Trade

916/678-5189

CALL OR WRITE FOR FREE NEWSLETTER:
"The Conversion Kit Hit Parade-over 200 Kits Listed"

916/678-1313

FREE with order of any TWO Kits — Control Panel Button Label Sheet *or* SUPER MARIO BROS. Update Chip

SWITCHING POWER SUPPLY For all VIDEO GAME

- OVERLOAD PROTECTION
- BUILT-IN EMI FILTER
- BEST AFTER SERVICE
- HIGH QUALITY, BOTTOM PRICE
- HIGH EFFICIENCY
- SHORT CIRCUIT PROTECTION ON ALL PRODUCTS

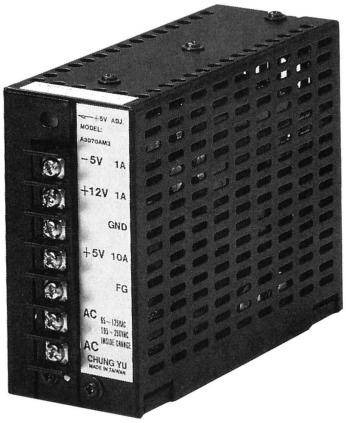
MODEL	AC IN	DC OUTPUT
A3055AM3	95~125V or 195~250V	5V7A/12V1A/−5V1A
A3070AM3		5V10A/12V1A/−5V1A
A3059AM3		5V7A/12V1A/−12V1A
A3074AM3		5V10A/12V1A/−12V1A

SIZE: 50(W)×100(H)×140(D) mm N.W.: 0.6 KG
1.97 ×3.94 ×5.51 inch 1.32LB

FLYBACK
IRON

7 A

10A


+5V ADJ.
MODEL:
A3070AM3
−5V 1A
+12V 1A
GND
+5V 10A
FG
AC
AC
CHUNG YU
MADE IN TAIWAN

MODEL	AC IN	DC OUTPUT
A3055AJ3	95~125V or 195~250V	5V7A/12V1A/−5V1A
A3070AJ3		5V10A/12V1A/−5V1A
A3059AJ3		5V7A/12V1A/−12V1A
A3074AJ3		5V10A/12V1A/−12V1A

SIZE: 55(W)×106(H)×162(D) mm N.W.: 0.72 KG
2.17 ×4.17 ×6.38 inch 16LB

FLYBACK
ALUMINUM

7 A

10A

+5V ADJ.
MODEL:
A3070AJ3
−5V 1A
+12V 1A
GND
+5V 10A
FG
AC
AC
CHUNG YU
MADE IN TAIWAN

MODEL	AC IN	DC OUTPUT
A3080AL3	95~125V or 195~250V	5V12A/12V1A/−5V1A
A3100AL3		5V15A/12V2A/−5V1A
A3120AL3		5V18A/12V2A/−5V1A

SIZE: 52(W)×124(H)×177(D) mm N.W.: 0.68 KG
2.05 ×4.88 ×6.97 inch 1.5LB

PWM
ALUMINUM

12A

15A

18A

+12V2A
−5V1A
GND
GND
+5V15A
FG
AC
AC
CHUNG YU
MADE IN TAIWAN
R.O.C.
MODEL: A3100AL3

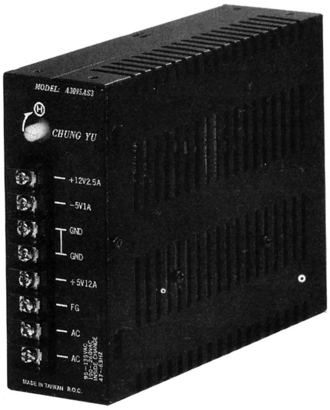
MODEL	AC IN	DC OUTPUT
A3095AS3	95~125V or 195~250V	5V 12A/12V 2.5A/−5V1A
A3100AS3		5V 15A/12V 2A/−5V1A

SIZE: 50(W)×125(H)×156(D) mm N.W.: 0.67 KG
2 ×4.90 ×6.15 inch 1.5LB

PWM
ALUMINUM

12A

15A


MODEL: A3095AS3
CHUNG YU
+12V2.5A
−5V1A
GND
GND
+5V12A
FG
AC
AC
MADE IN TAIWAN R.O.C.

CYE

CHUNG YU ELECTRONICS CO., LTD.

P. O. BOX 30-535 TAIPEI, TAIWAN, R.O.C.
FAX: 886-2-397-1968 TLX: 24451 CYELEC
TEL: 886-2-392-0746, 886-2-341-4596

MARS ELECTRONICS

BILL ACCEPTORS

$1 - $5 - $10 - $20

($1 & $5 ALSO AVAILABLE)

TEKBILT INC. IS A LARGE STOCKING DISTRIBUTOR

for Mars "Amusement & Games" Bill Acceptors.

HAVE A **RARE** PROBLEM WITH AN ACCEPTOR?
We have an IMMEDIATE EXCHANGE policy!

- Great Price - Great Service - Same day shipping!
- Let the quantities we purchase save you money!
- Distributor and OEM inquiries invited!

CALL US TOLL-FREE TODAY!

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

TEKBILT inc

Huntingdon Valley Industrial Center
3979 Mann Rd.
Huntingdon Valley, PA 19006
(215)322-3232
FAX (215)322-3238

1-800-666-7776

Convert Your Countertop Equipment To The Game That Thinks Profits

Super Duper Casino Version XV

Now available in a family of upgrades to convert *Little Casino II* and all other popular countertop models, *Super Duper Casino Version XV* automatically selects games and game parameters to suit the location.

Call now:

1-800-HIT GAME

U.S. GAMES, INC.
Invest in the Best

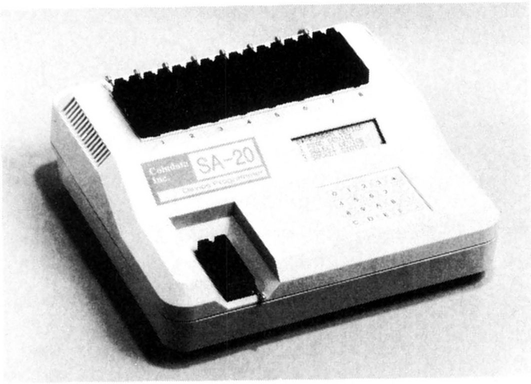
Top earning countertop games since 1981.

FAX NO.: (404) 446-2211

Santa's Special

SA-20 EPROM PROGRAMMER

Stand-Alone 8 Gang $689.95



Programs 2716, 2732, 2764, 27256, 27512, 27C010, 27C020, 27C040

Quick Pulse Algorithm

Menu-Driven Operation

Binary, Intel Hex and Motorola S Formats

A9 Intelligent Identifier

Parallel I/O or RS232

Full 1 year warranty

We will not be undersold!

Call Toll-Free 1-800-227-6136

Micro Manufacturing Inc.

535 Old Nashville Hwy., Lavergne, TN 37086
In TN (615) 793-5510 FAX (615) 793-5512

MOVING NOTICE

Specialist in Gaming Video, ROZON INDUSTRIAL COMPANY, has moved to a new office:

ROZON INDUSTRIAL COMPANY
11/F Flat 16
Leader Indutrial Centre
57-59 Au Pui Wan Street
Fo Tan, Shatin, N.T.,
Hong Kong

Tel: 852-0-6986208
852-0-6941588
Fax: 852-0-6016094

Bank: The Ka Wah Bank Ltd.
Shaukiwan Branch
Hong Kong
A/C No. 7072105867

M & P AMUSEMENT

658 West Market St. • York, Pennsylvania 17405

(Phil) **(717) 848-1846** (Terry)

FAX # (717) 854-6801 (Mike)

SUPER SPECIALS

(Complete Games)

Hard Driving s/d (like new)	7995
Big Choice Triple Crane	2995
Chase HQ	2350
Continental Circuit (u/r)	1550
Continental Circuit (s/d)	2700
Dixieland	CALL
Dwarf Den	900
Escape From the Lost World	595
Eswat Kit (new dedicated)	1195
Fantasy Island	1750
Gold Wing Pinball	595
Guerrilla War (Dynamo cab.)	895
High Speed pin	795
Narc	2200
Nashville	CALL
NRI 1 & 5 changer	850
Pixel	945
Pixel #903	750
Pixel #905	900
Power Drift (u/r)	2450
Robo Cop (dedicated)	1550
Sonic Triple Crane	1495
Speed Buggy	995
Spring Break Pinball	500
Stock Market	CALL
Stun Runner (s/d)	4270
Ticker Tape	CALL
Toobin	945

PINBALLS FOR SALE

Black Knight 2000	1700
Comet	695
Cyclone	1895
Escape From the Lost World	595
F-14	595
Fire	850
High Speed	795
Jokerz	1750
Millionaire	945
Monte Carlo	895
Pinbot	945
Space Station	1295
Space Shuttle	595
Sword of Fury	1345
Taxi	1750

MUSIC SPECIALS

Rockola 478	595
Rockola 488	995
Rockola 488 w/dollar kit	1145
Rockola 490	1195
Rockola 490 w/dollar kit	1345

WANTED

After Burner Sitdown
Cyberball
Dynamo Air Hockey
Out Run (s/d)
Final Lap (s/d)
Galaga 88
Kiddie Rides
New York, New York Pusher
Silver Skis
Splash Downs
Road Blaster (s/d)
Enduro Racer (s/d)
Meltec-Knock Downs
10′ SkeeBalls
Golden Axe
Hard Drivin′ (s/d)
Super Off Road

DEDICATED P.C. BOARDS W/USED ACCESSORIES

Alien Syndrome	295
Bionic Commando	200
Breakthru	150
Commando	100
Gondo Mania	295
Guerrilla War	395
Ikari Warrior	200
Karate Champ	100
Kung Fu Master	100
Legend of Kage	100
Main Event	250
1943	350
Pitfall II	100
POW	395
Victory Road	100
yie Ar Kung Fu	100

VIDEOS FOR SALE

After Burner (u/r)	1650
Altered Beast	950
Arkanoid	495
Black Tiger	395
Blasteroids	595
Championship Sprint	1450
Cheyenne Gun	495
Cross Bow Gun	425
Devastators	795
Double Dragon	950
Empire City	295
Enduro Racer (u/r)	950
Galaga	550
Gimme A Break	995
Gladiator	395
Gondomania	650
Guerrilla War	945
Gunsmoke	325
Hang On	1095
Hang on (ride on)	1995
Heavy Weight Champ	1895
Indiana Jones	695
Ikari Warrior	595
Karate Champ	400
Kung Fu Master	395
Main Event	1000
Mania Challenge	395
MatMania	295
1943	795
Ninja Warrior	1245
Operation Wolf	1650
Outrun	2050
Paper Boy	945
PlayChoice 10	995
Pole Position I	750
Pole Position 2	950
POW	945
Rampage	550
Rastan	650
Revenge of Doh	500
Ring King	295
Rygar	395
Road Blaster	1495
Shinobi	1095
720°	1695
Shooting Master	550
Silkworm	850
Sky Shark	650
Space Harrier	850
Spy Hunter	650
Street Fighter	1395
Super Contra	895
Super Hang On (s/d)	1995
Super Hang On (u/r)	1550
Super Punchout	550
Super Sprint	1550
Superman	1295
Tetris	1050
Thunder Blade (u/r)	1550
Thunder Blade (s/d)	2350
Time Soldier	395
World Series	595
Xenophobe	495

Fun Factory, Inc.

Video Arcade Manager

30 - 36K/Year

Position available for an experienced store manager able to operate an extremely high volume amusement center in Honolulu, HI. (9600 sq. ft). Must have minimum of three years experience in high volume stores and some electronic ability. Excellent benefits:

- Major medical, dental, life insurance
- Bonus program
- 401K program & profit sharing
- Paid vacations

Send resume to:
Personnel Director:
Fun Factory, Inc.
91-246 Oihana St.
Ewa Beach, HI 96707

prizes!

for toy professionals!

1-800-992-2388

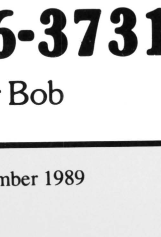
ENGLISH MARK DARTS 6000

By Arachnid

Limited Supply

Street Ready-Clean
All Orders COD
Freight collect

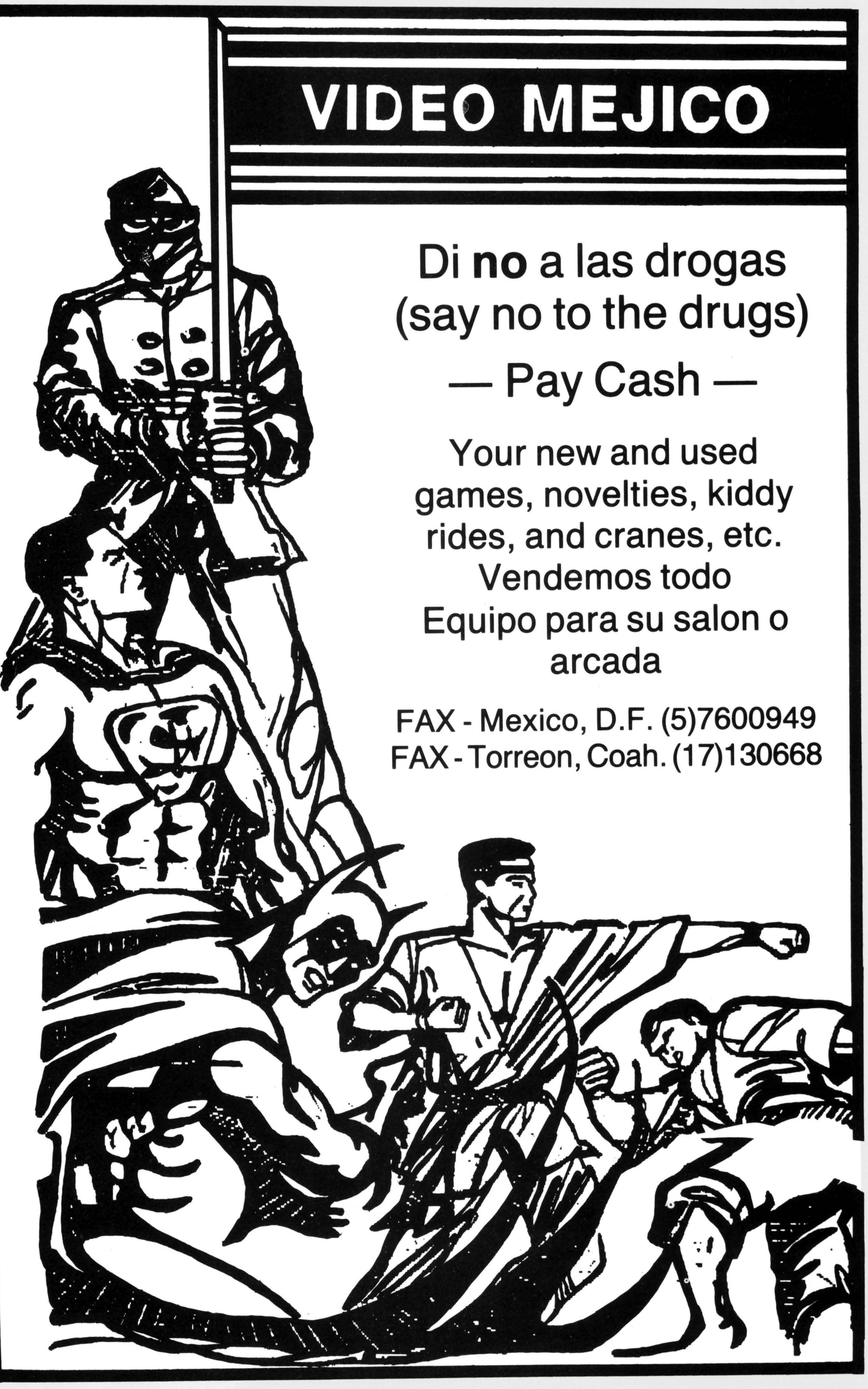
GOOD DARTS



Box 189, 7 Pine St.
Madison, ME. 04950

207-696-3731

Ask for Bob



VIDEO MEJICO

Di **no** a las drogas
(say no to the drugs)

— Pay Cash —

Your new and used games, novelties, kiddy rides, and cranes, etc.
Vendemos todo
Equipo para su salon o arcada

FAX - Mexico, D.F. (5)7600949
FAX - Torreon, Coah. (17)130668

CHRISTMAS SPECIALS

(From Our Route Inventory) * denotes kit game

Alcon*	550
Altered Beast*	1050
Alpha Mission*	450
Arch Rivals*	1750
Arch Rivals (ded., used)	1875
Arch Rivals (ded., new)	2195
Arkanoid*	350
Avengers*	450
Bad Dudes	1375
Bionic Commando	620
Birdie King II	450
Bloody Wolf	875
Breakthru*	410
Cabal*	1270
Chopper I*	790
Commando	450
Continental Circuit	1375
Devestators	960
Double Dragon	1150
Double Dragon II	1385
Dynasty War	1550
Enduro Racer	1000
Fighting Golf*	620
Final Blow	1560
Galaga	390
Galaga 3*	440
Gang War*	1375
Ghosts & Goblins*	350
Guerrila War	985
Gunsmoke*	460
Hang On	950
Hat Trick	450
Heavy Barrel	1325
Ikari Warriors	765
Ikari III	1320
Kageki*	575
Karate Champ	375
Kid Nikki*	390
Kung Fu	525
Last Duel*	675
Legendary Wings*	480
Life Force*	465
Mania Challenge*	360
Mechanized Attack	2250
Narc	2485
Nastar Warrior*	1150
Ninja Gaiden*	1260
Operation Thunderbolt	2550
Operation Wolf	1685
P.O.W.	1075
Pacland	450
Play Choice 10	950
Pole Position	740
Pole Position II	925
Pole Position S/D	1000
Prehistoric Isle*	1075
Pyros*	650
Quarterback	1375
Team Quarterback	1745
Rastan*	770
Red Line Racer*	550
Renegade*	525
Road Blaster	1525
Rough Ranger	840
Robocop	1465
Rygar*	680
Shinobi*	950
Side Arms*	495
Silkworm*	775
Sly Spy	1425
Solar Warrior	460
Spy Hunter	740
Spy Hunter S/D	950
Street Fighter	1360
Street Fighter Deluxe	1650
Super Contra	1175
Super Mario	550
Super Man*	1325
Tecmo Bowl	1380
Tecmo Knight*	975
Ten Yard Fight*	340
Tetris*	1025
Thundercade*	620
Time Soldier*	630
Top Gunner*	575
Turbo	495
Twin Cobra*	620
V-Ball*	880
Vigilante*	450
W.W.F.*	1645
World Series*	475
Xybots	780

PINS

Atlantis	1235
Big Guns	950
Black Knight 2000	1725
Cyclone	1940
Earthshaker	2180
F-14	750
Fire	1150
Jokerz	2080
Millionaire	750
Playboy	1575
Road Kings	795
Space Station	1350
Swords of Fury	1425
Taxi	2020
Time Machine	1590
Transporter	1480

NEW

All American Quarterback	Call
Bad Cats	Call
Crime City - Kit	1150
E-Swat - Kit	1295
Elvira	Call
Ghosts & Ghouls	1895
Midnight Resistance (ded.)	2250
Monday Night Football	Call
Mouse N Around	Call
Police Force	Call
Robocop (Pin)	Call
Spy - Kit	995
Strider - Kit	1395
U. N. Squadron - Kit	1425
W.W.F. - Kit	1325
Willow - Kit	1425

AVAILABLE NOW

Single - Double - Triple Cranes
Video Card Games
Jukes - R-82 thru R-87
Rockola 450-488

SPECIAL

Cooper Pool Table
$1245
Come by for a demonstration.

Classic 88 is available at no extra charge with these features:
Bet 30 - Raise Bet and
Hi Lo Double Up

GREEN COIN MACHINE DISTRIBUTORS, INC.

150 Jet Port Industrial Park • Myrtle Beach, SC 29578 • 803-626-1900 • Fax 803-448-9899
627 Monroe • Memphis, TN 38103 • 901-521-1234 • Fax 901-327-5976
3701 I-55 South • Jackson, MS 39212 • 601-371-1000 • Fax 601-371-1259

Royce, Jan, and their staff wish you the happiest of holidays.

NOTE: *Free Delivery On Four or More East of the Mississippi*

WE EXPORT ★ Call to be put on our mailing list.

FREE DRAWING

Win $1,000 worth of Jumbo Plush Pre-Paks. Your name will be entered every time you order. Drawing will be held in Dec. 1989.

SPECIAL PROMOTION

100 pieces • all very high quality plush • soft fill • 8 1/2″ to 13″ • all bright colors • worth $2.50 each

***Special $1.25 each**

* Call For Specials *

BEST MFG. CO.

914 East Moreland Blvd. (Hwy. 18)
Waukesha, Wisconsin 53186
Phone: (414) 547-5051
Fax: (414) 547-0905
Toll Free: (800) 962-4486

MasterCard VISA

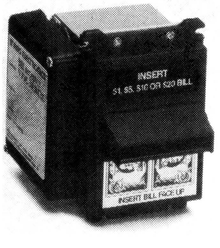
MARS ELECTRONICS®

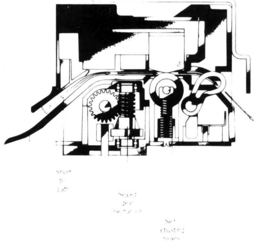
Bill Acceptor

"It's a design that can take it!"

$1, 5, 10, 20

LOTS/5 $329 1-4 $339





CALL TOLL FREE

1-800-227-6136

Micro Manufacturing Inc.
535 Old Nashville Highway
Lavergne, TN 37086
In TN call (615)-793-5510

ARACHNID 4500

DART

New Low Fall Price

$475.00*

** Lots of 3 or more*

Location Ready
No Break-ins
Look Great
Also available $525.00 in singles
League set-up info with first order

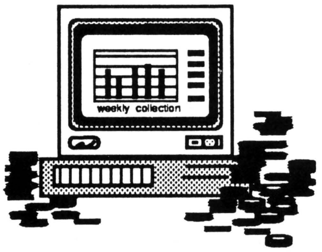
The 4500 Accepts the Arachid "3001" Kit Have the Latest in Darts For Under $1500

JIM STANSFIELD VENDING, INC.
LaCrosse, Wisconsin
608-782-7181 ask for Max

Game✱Trak

Route Management Software for the IBM PC

- * Machine location tracking
- * Meter tracking
- * Unlimited number of machines
- * Income reports and graphs
- * Game and location history
- * Commission calculation
- * Collection, move, & service forms
- * Prize merchandise inventory
- * Mailing labels, commission checks, 1099s
- * Menu-driven, easy to use, fast data entry



$299.95

*640k & hard disk required

*30-day money-back guarantee

*Visa, Mastercard accepted

Automation Technology Research
4790 Irvine Blvd., #105-376
Irvine, CA 92720 (714) 838-6607

CALL THE 'EXPERT'

Frank "The Crank" Seninsky
President

Alpha Omega
Sales

6 Sutton Place, Edison, NJ 08817
(201) 287-4990
FAX # (201) 287-3079

Special of the Month

Main Event PCB & Header	$245
Victory Road PCB & Header	$195
Gauntlet PCB & Header	$195
Rampage PCB & Header	$195

Basketballs-Basketballs

1-Player	$895
1-2 Player	$995

Grayhound & Gamemasters
New gate modifications included

SUPER "CRANK" SPECIALS

Street Smart — $1895
Team Quarterback — $2095
Quarterback — $1095
NARC — $2295
Double Dragon II — $1295
Super Monaco GP — 3195

"CRANK" SPECIALS:

AfterBurner	$1495	Double Dragon	$995	Sly Spy	1895
Arch Rivals u/r	1495	Escape - Robots	1895	Super Off Road	2595
Bad Dude u/r	1195	Final Blow	1895	Tecmo (4 player)	1695
Bottom of Ninth	1195	Golden Axe u/r	1795	Turbo Drive	2795
Chase H.Q.	2195	Main Event u/r	995	Turbo Outrun mini	2895
Crackdown	1995	Operation Thunderbolt	2295	Volleyball	1395
Cyberball	2795	Power Drift	$2095	WWF	1895

VIDEO GAMES

Altered Beast	$895
APB	995
Assault U/R	1295
Boot Camp	895
Cabal U/R	1295
Capcom Bowling U/R	995
Contra	895
Cont. Circuit S/D	2495
Continental Circuit U/R	1295
Danger Zone	795
Dark Adventure	895
Devastators U/R	895
Dragon Spirit	795
Gold Medalist U/R	995
Guerilla War	1095
Gridiron Fight	795
Hat Trick	795
Ikari III	1595
Max RPM	795
Nemesis U/R	695
Ninja Gaiden U/R	1395
Operation Wolf	1695
Out Run	2095
Pole Position	795
POW (dedicated)	1375
Power Drive	795
PlayChoice 10	1595
Punch Out	695
Ninja Warriors	1795
RoadBlasters	1595
Rolling Thunder	1495
Rastan	695
Robo Cop	1595
Super Sprint	1595
Super Contra	1195
Super Hang On Mini	1795
Touchdown Fever	995
TX-1	1895
Vindicators	1295
Viper	995
World Series	695

PINBALLS

Black Knight 2000	1995

Bone Busters	1995
Cyclone	1895
Earthshaker	2095
High Speed	1095
Hollywood Heat	795
Jokerz	1795

REDEMPTION GAMES

Reconditioned-Warranteed

Lotto Fun/Hopper	1495
5-in-line Bingo	995
Skill-O-Bingo	995
Skill Dozer	1495
Big Choice Triple	3295
Fantasy Island	1995
Big Dipper	(any rea. offer)
Game Plan Stots NJ	995
Print UR Own Stickers	CALL
Big Dipper	795
Silver Ski (6 pl.)	9995
Big Choice Single	1495
Bear Claw Single	1395

NEW IN THE CRATE

Rebound - spot game
Body Match - skill
Klondike - single pusher
Limited Edition Crane
Big Choice Single Crane
Clean Sweep Cranes
Shoot-To-Win Basketballs
New York New York Pushers
Playland Crane
5 Card Draw-reel poker
Power House Grip Tester

NEW BASKETBALLS NEW PUSHERS NEW CRANES!

Big Choice	Call
Clean Sweep	Call
Single, Super Single and Jumbos	Call
Action Claw	Call

ALL USED GAMES ARE GUARANTEED 60 DAYS

ALL REDEMPTION GAMES CAN BE LEASED REAL CHEAP!

REPAIR COURSES ON VIDEOTAPE

These secrets have allowed one man to be the sole repairman for over 4,000 video games and pinball machines. For video games & pinballs. Save money! Repair your own games on location! Fix the easy ones; carry the hard to fix ones back to town for repairs. These videotapes are designed to teach the person with little or no knowledge of electronics how to make a good repair & fix some of the more common problems likely to be found in a game which has stopped working. These are not courses in electronics, but explain how to recognize easy to repair problems & how to make a professional looking high reliability repair.

Video game monitor repairs and adjustments (:31) $29.95
Video game repairs (:36) 29.95
Pinball repairs (:44) 29.95
The best money-making techniques I know (:56) 29.95
How to use a volt-meter (1:51) 29.95
How to use an oscilloscope (1:07) . 29.95
How to use a logic probe and logic pulser (:53) 29.95
How to solder like a pro (1:30) 29.95
With lots of timesaving circuit board repair techniques

BASIC ELECTRONIC SERIES
(Component Failure Modes)

These tapes show all of the different ways electronic components fail. They also show the best way to find each type of failure, and the best cure for each problem. *Gain 30 years of experience under your belt **fast!***

All About resistors (1:00) $29.95
All About capacitors (1:28) 29.95
All About inductors pt. I (includes inductors, transformers, flybacks, pinball coils, solenoids) 29.95
All About inductors pt. II (includes magnetic clutches, relays of all types) (:58) 29.95
All About diodes (includes rectifiers, SCR's, triacs, LED's) (:55) 29.95
All About transistors (:56) 29.95
How to Read schematics pt. I (covers monitors, how to find monitor problems with wiring diagrams, gives symptoms, where to look, covers both Raster Scan & XY monitors) (:56) 29.95
How to troubleshoot digital Intergrated Circuits (includes micro processors, what goes wrong & how to find it, how to use the best literature on IC's and where to get it) (1:45) 29.95

OUR NEWEST TAPES:
How to select and hire the best electronic technician 29.95
Electrical contacts, connectors, connections and problems-symptoms and good cures 29.95

Send payment with order
or add $2.00 for COD

VIDEO REPAIR SCHOOL
P. O. Box 121, Glen, MS 38846
(601) 287-1594

prizes!
Jumbo Merchandise
1-800-992-2388

REDEMPTION
TICKETS
ONE COUPON
MUNCIE NOVELTY CO.
PH. 800-428-8640
4288640
GOOD QUALITY—LOW PRICES

TALKING VENDOR DISPENSES

1.5″ (38 mm) Wheel Vends
- 1.3″ (33 mm) Capsule
- Large Gum and Candy

1.125″ (29 mm) Wheel Vends
- Gum and Candy

DISTRIBUTORS WANTED SOME STATES AND COUNTRIES OPEN

Adjustable Merchandise Wheel Vends
All types of small bulk items.

Coinage size up to 1.25″ (32 mm)
Machine size height 25″ (63.5 cm)
Width 8″ (20.3 cm) Depth 8″ (20.3 cm)

Custom sounds — can have your own record made to say anything for 5 seconds. Up to 4 different sayings on each side.

YOUR SOURCE FOR:
Our All New 2.3″ Round Clear Capsule
Both Halves Same For:
$1.00 items; 50 items
.25 Feature items
cranes etc.

1.3″ Capsules
Mixed colored top with clear bottom. Filled or empty.

Rings in Holders
Bulk or Assembled.
- Mixes
- In-capsule - items
- Rings & Holders Bulk & Assembled.

TALKING VENDOR CO.
P.O. Box 326 • Chatham Ontario • N7M 5K4
Phone: (519) 351-2181 Fax: (519) 351-2181

AUCTIONS

December 2 — Columbus, OH
Ohio State Fair Grounds — Disalle Arts & Craft Bldg. 17th St. Downtown, off I-71 For more info — Rick Stephan (812) 332-0568

December 9 — Louisville, KY
Derby Park Traders Circle, 2900 South 7th Street (502) 551-1866 Message only — (502) 451-1263 For more info — Jeff Schwartz (502) 244-1355

January 20 — Louisville, KY
Derby Park Traders Circle, 2900 South 7th Street (502) 551-1866 Message only — (502) 451-1263 For more info — Jeff Schwartz (502) 244-1355

January 27 — Indianapolis, IN
Indiana State Fair Grounds, Farm Bureau Bldg. 38th St. For more info — Ric Stephan (812) 332-0568

***** February, 1990 — Orlando, FL *****

ADDITIONAL 1990 DATES AND LOCATIONS

March 3 — Louisville, KY
April 7 — Columbus, OH
April 21 — Indianapolis, IN
April 28 — Pittsburg, PA
May 12 — Louisville, KY
May 19 — Columbus, OH

June 9 — Indianapolis, IN
September 8 — Indianapolis, IN
September 15 — Columbus, OH
October 20 — Indianapolis, IN
December 8 — Indianapolis, IN
December 15 — Columbus, OH

ALL AUCTIONS ARE ON SATURDAY • STARTING TIME IS 11 AM

U.S. AMUSEMENT AUCTION CO.

Auctioneer: Bill Hughes • Regional Manager: Ric Stephan
2415 W. Amherst • Bloomington, IN 47404 • (812) 332-0568

CD & 45 RPM STORAGE BOXES

CD Box Holds 100 • 45 RPM Box Holds 200 • Both Are Triple Thick Front/Back Walls • Double Thick Side/Bottom Stackable • White Color • 200 Lb. Test • Lift Off Lid • Tote Grips
CD Box $6.00 ea. (Min. Order 12)
Plus $8 S&H
45 RPM Box $5.00 ea. (Min. Order 5)
Plus $4 S&H
Visa/MasterCard/Choice/American Express

TOLL FREE 1-800-950-JUKE

Title Strip Co.
P.O. Box 333, Riva, Maryland 21140

"WANTED"
Operators Looking
For P.C.B.'s
At the Right Price

Appalachian Trading Co.
Altoona, PA 16601

814-949-3309
FAX 814-949-3307

Happy Holidays

JENNINGS SLOT MACHINE BOARD REPAIR

TIN TOYS 1920 THRU 1960

A&B AMUSEMENT
RT. 2 BOX 285
SO. RANGE, WI. 54874
715-398-3677

BILL JOHNSTON
Johnston's General Store Video Games
11 Greenfield • Buffalo, NY 14214
Best 4 p.m. - Midnight • **716-838-3038**
FAX 716-834-3233 • 24 hours • COD/MC/VISA

H = horizontal monitor. V = vertical monitor. 2pl = 2 player interactive. J = JAMMA edge connector. Q = quantity.

Battlantis/Konami, $195, V, J, joy + 1. Factory soft marquee.
Bermuda Triangle/SNK, $395, V, J, 2pl, (Rotary joy + 2 buttons) each.
Big Event Golf/Taito, $495, V, t-3, trackball + 1. Best golf earner.
Birdie King 2/Taito, $195, V, Trackball, golf, (Q = 2)
Dig Dug/Atari, $95, V, joy + 1, Mr. Do's cous i n, 22-pin.
Future Spy/Sega-Bally Midway, $95, V, 22-pin, joy + 2
Gauntlet/4p/Atair/USA, H, $195
Guardian/Kitcorp/Taito/USA, $195, H, 22-pin, joy + 2
Gunsmoke/Capcom, $195, C-28-pin, V, joystick + 3, factory marquee
Hypersports/Konami, $50, H, K-18, sequel to Track and Field
Iron Horse/Konami, $195, H, K-18, joy + 3, Wild western train ride
Jr. Pacman/Bally Midway, $195, pcb, V, 4-way joystick, 22-pin, DC version
Jungle Hunt/Taito, $50, H, T-3, joy + 2
Jungle King/Taito, $50, H, T-3, joy + 2, includes Tarzan
Kargaroo, $35, V, 22 + 10-pin, 8-way + punch
Knuckle Joe (Bone Crusher), $195, 22-pin, H, joy + 2 marquee
Kyros/World Games, $195, V, joy + 2, adventure
Legend of Kage/Taito, $195, H, T-3, joy + 2, J, adaptor, $25
Life Force/Konami, $295, H, J, 2pi, (joy + 2) each, marquee, space
Lock 'n' Chase/Data East, $35, 1981, no paperwork
Mania Challenge/Memetron, $150, V, 2pl, (joy + 2) each, 18-pin
Mappy/Bally Midway, $95, H, left-right-jump, Namco-3
Money, Money/Zaccaria, $50, 8-way joystick + 1, 22-pin, H
Mr. Do!, $35, V, 4-way + 1, 28-pin (requires optional amplifier)
Mr. Do's Castle/Universal, $35, amplifier, $15, V, 4-way + 1
Mr. Do's Wild Ride, $35, H, 8-way + 1, roller coaster game
Nemesis/(Gradius)/Konami USA, $175 pcb, Konami-18, joy + 3, H, space
Rabbit Punch/Bally Midway, $395, H, J, 2pl, (joy + 2) each
Ring King/Data East, $195, 22-pin with marquee, joy + 2, boxing
Super Dodge Ball, USA, $195, H, J, 2pl, (joy + 2) ea.
Super Mario Brothers for Nintendo/USA, includes vs. pcb, H, $495
Terra Force/Nichibutsu, $450, H, J, joy + 2, marquee
Time Pilot '84/Konami, $95, V, K-18, joy + 2, space
Time Pilot/Konami, $95, V, K-18, joy + 1, airplanes, (Q = 2)
Track and Field/Konami, $35, H, sports, marquee, K-18, (Q = 2)
Trojan/Capcom, $195, H, joy + 2, 28-pin, sequel to Ghosts 'n Goblins, (Q = 2)
Up 'n Down/Bally-Sega, $195, V, joy + 1, S-22-pin, (Q = 2)
Yie Ar Kung Fu/Konami, $95, H, K-18, joy + 2, karate, 1-marquee, (Q = 3)

Specialized items:

Dragon Spirit/Rom Kit/Namco, $295, converts Pac-mania or Galaga 88 only
Metroid, $50 for Playchoice/Nintendo only
Double Dribble, $50 for Playchoice/Nintendo only
Satan's Hollow/Bally Midway, $95 pcb, unusual edge connectors
Front Line/Taito pcb only, $35, for dedicated Taito upright only
Robotron boards for dedicated upright, $195, Williams
Sinistar boards for dedicated upright, $195, Williams
Star Wars pcb set for dedicated upright, $150, Atari
Qbert's Qubes/Mylstar, board set with marquee, $150
6,000 one-inch game tokens for 5 cents each ($300); plus 22 plastic and 5 metal token mechs, $5 apiece ($135); plus 1 box of token wrappers, 21 7x11" yellow TOKENS ONLY signs, 24 3-1/2x5-1/2" yellow TOKENS ONLY signs, plus assorted stickers: TOKENS, 2 TOKENS, TOKENS ONLY, all partial rolls.

Gameroom Goodies:

Alpine Ski/Taito, $49, T-3, v, 2-way + 1, no book
Bagman/Stern, $49, V, joy + 2
Bank Panic/Midway/Sega w/used marquee, $195, 22-pin (not s-22) H, joy +
Centipede/Atair, $95
Champion Baseball (I or II ?), $50
Choplifter/Sega w/new marquee, $195, H, S-22, joy + 2
Crowns Golf with panel, $50, no book
Crystal Castels/Atari for dedicated, $49, no book
Double Dribble/Konami, $195, H, J, 2 pl, (joy + 3) each
Galaxian/Midway, $95
Gladiator/Taito w/factory soft marquee, $95
Ladybug/Universal AC pcb w/marquee, $49
Main Event/Konami, 4-player, $395
Moon Patrol parts only economy, $5
Part: button **Track and Field** c. panel used, $15
Part: **Tournament Arkanoid** marquee, $15
Pengo/Sega, $49, V, 22-pin, 4-way + 1
Phoenix/Centuri, $49, V, l-r-fire
Pleiades/Centuri, $49, V, l-r-fire, no book
Quartet 2/Sega, $495, H, S-28, (joy + 2) each
Ring King/Data East, $49, 22-pin, V, no book
Roc 'n Rope/Konami, $49, K-18, joy + 2, V
Rough Ranger/Suna-Sharp Image, $395, J, H, 2pl, (joy + 2) each
Rush 'n Attack/Konami w/used marquee, $195, K-18, H, joy + 2
Scramble/fails test/parts only, $5
Scramble/Stern/Konami, $49, K-18, V, joy + 2
Shanghai Kid/Memetron/Data East USA, $195, 22-pin, V
Silkworm/Tecmo w/used marquee, bezel, $475, J, 2pl, (joy + 3) each
Solar Warrior/Memetron/Technose, $195, J, H, joy + 2
Space Panic/Universal, fails test, $49
Speed Rumbler/Capcom, $195, J, V, joy + 2
Super Basketball/Konami, $95, V, K-18, joy + 3
Tempest/special x-y pcb/Atari, $49
Thundercross/Konami, $695, J, 2 pl, (joy + 2) each
Track and Field/Centuri w/marquee, $49
Xenophobe/Midway, $395, includes original 3 joysticks
Zaxxon/Sega, $49, V, joy + 1, no book

- THUG THWARTER! Throw this pound of steel plate between your cash door and drawer. For Coin Controls over/under doors, only $5.00
- THIS POWER SUPPLY RUNS MY ROUTE! Seven-amp Hitron, $40.00
- Happy New Year for your collector or yourself, when you count coins with this K-Coin scale, $1795 demo.
- We found the impossible tool, and it's yours for only $2.25! Molex edge connector pin extractor tool. A great stocking stuffer if your technician wears small stockings!

Florida's New Look Distributor

Why are we Florida's new look Distributor?
Because we are your companion, not your competition.

Atlanta Tournament Special
Tornado Table Soccer $995.00

Chermak Vending & Distributing

C D

new national 800 # (800) 780-PLAY
new 800 # in Florida (800) 329-GAME
CALL US NOW

5008 W. Linebaugh Ave., Suite 24
Tampa, Florida 33624 (813) 882-0133
1-800-329-GAME (813) 960-8556

Gemini

GEMINI DISTRIBUTING

INDEPENDENT DISTRIBUTOR
&
ONE-STOP

- Title Strips for CD's & Singles
- Discounts on initial set-ups
- Great Fill
- Wide Selection of Oldies
- LOW PRICES

Call Mark, Kevin or Chuck Collect
@ 404-441-1868

Turbo Poker II

Turbo charge your profits!

TURBO POKER II

- ☆ Complete New Upright
- ☆ Universal Conversion Kits
- ☆ Retro-fit Plug-in Kit for certain Poker games
- ☆ Features
  - Raise Bet
  - Extra Cards
  - Hi-Lo Game
  - Bonus Jackpot
  - Auto Bet
  - Fast Play
  - Help Messages
  - Enhanced Setup Options

30 Day Money Back Guarantee
Full 1 year limited warranty

Micro Manufacturing, Inc.
535 Old Nashville Highway
Lavergne, TN 37086
(800) 227-6136 (615) 793-5510

For Sale — Used
All are factory products

Games	
Cyberball	$2195
Gainground	1895
Super Off Road	3195
720'	2195
Xenophobe	695
Toobin	1045
Ikari Warriors	695
Factory Board and Marque Only (Warranty)	
Shinobi	$795
Ikari III	795
Rolling Thunder	645
P.O.W.	645
Dragon Spirit	645
Double Dragon	645
Black Tiger	295
Ghost + Gobblins	295
Toobin	295
Xenophobe	295
Complete Kit for Rough Ranger New	295
Blastroids	245
Bionic Commando	245
Empire City	245
Gauntlet II	245
Ghost Busters	245
Gondomania	245
Ikari Warriors	245
Kid Nikki	225
Time Soldiers	245
Mania Challenge	225
Kung Fu Master	125
Commando	125
Fire Trap	125
Karate Champ	125
Gunsmoke	125

Many More Available
Call In Your Requests

All Products Have
30 Day Warranty

Absolute
Amusement, Inc.
Sales • Service • Leasing

(407) 425-GAME

WE SPECIALIZE IN
POKER BOARD REPAIR

We also do all types of
P.C. Board Repair!

Call Today:
Jay's Vending Service
Sales-Service-Parts
Distributors For Leading
Coin Machine Factories!

●

6812 North Point Road
Baltimore, MD 21219
(301) 388-0993
(301) 388-1425

Attention:
Earn Money Reading Books
$32,000/year income potential
For details call:
(602) 838-8885
Ext. BK-13201

Fun Factory - Managers Needed

We are expanding our operation in the Texas, Georgia, Michigan and Hawaii markets. Looking for experienced individuals with amusement/retail experience. Salary from $18,000 to $21,000 per year plus bonus.

- * Major health, dental and life insurance
- * 401-K program
- * On-going management development
- * Paid vacations

Send Resume to:

Personnel Director:
Fun Factory, Inc.
91-246 Oihana St. • Ewa Beach, HI 96707

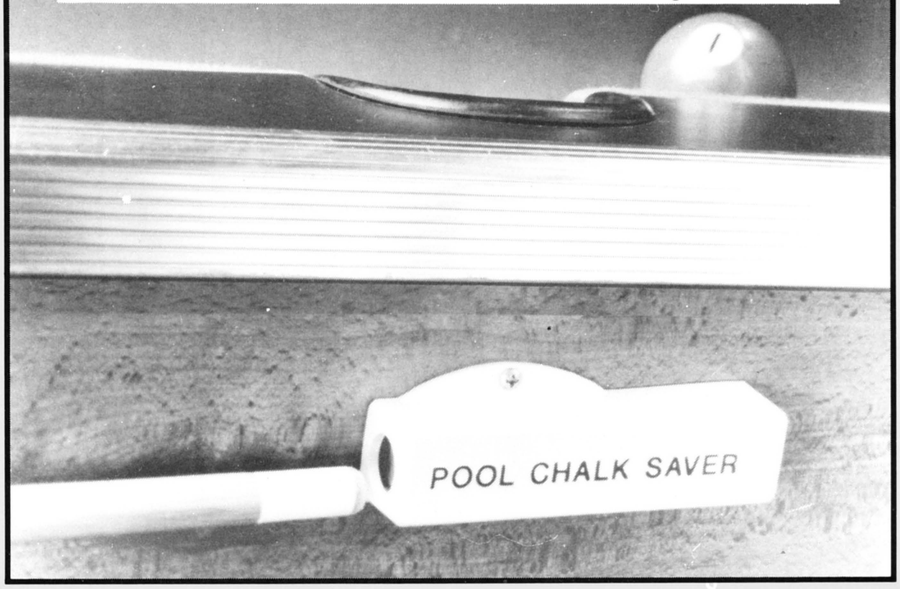
NEW

POOL CHALK SAVER

Eliminates
- Lost Chalk
- Broken Chalk
- Return Track Repairs
- Holds 5 Chalk Cubes
- Easy Installation
- Saves Labor

(313) 949-8855
Phone or FAX

"POOL CHALK SAVER, INC"™ 1989©
P.O. Box 46218 Mt. Clemens, MI 48046
U.S. Patent 4,826,163 Foreign Pat. Pend.



We're
Worldly

At St. Jude Children's Research Hospital we've made a commitment to helping all the world's children. Our patients come from all corners of the world--from as far away as Australia and The Philippines, to those right here in our great country. We've treated children from 39 states and 35 foreign countries, and without any financial obligation to the patient's family.

Yes, St. Jude's childhood cancer research benefits your community as well as those thousands of miles away. But in order for our work to continue, we need your support. For more information on how you can help, write for your free brochure.

St. Jude Children's Research Hospital
P.O. Box 3704
Memphis, TN 38103

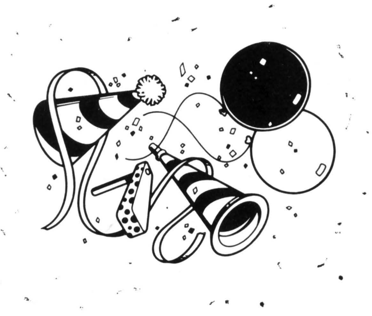
SELLING
SELLING SELLING

POKERS POKERS

10 SMS Hi Lo's
8 SMS Grand Prix
12 Greyhounds

All games used
in A-1 condition

Phone 1-800-347-7755



WANTED

Arcade Specialty and Novelty Items:

*Whac-a-Mole
Hockey Games
Roll-Down
Big Mouth

Skee-Balls
Changers
Punching Bags
Bozo The Clown

Water Guns
Boom Balls
Knock Down
Antique & Nostalgia Equipment

We Pickup and Deliver Anywhere in the U.S.A.

(601) 693-2484

Golden Amusements

**Only late model equipment in like-new condition!*

ANY AND ALL
DARTS AND DART
PARTS.

- COMPLETE SETS
- FLIGHTS
- SHAFTS
- BARRELS
- TIPS
- WALLETS, PINS, PATCHES, ETC.

GREAT LAKES
DARTS DISTRIBUTOR
4454 S 108th Street
Greenfield, Wisconsin 53228
In Wisconsin, 414-425-7287
Out of State 1-800-225-7593
FAX 414-425-2598

"ASK FOR" SPECIALS:

FOR THESE PRICES, REFER TO THIS AD!

Free Mug!

WITH ALL $50 ORDERS

TUBES (New/Rebuilt)

13″ and 15″	$79.95 +
19″	99.95 +

CONVERSION ITEMS

P505 10Amp Power Supply	$34.95
P515 15Amp Power Supply	44.95
Joysticks (leaf Switch)	7.95
In lots of 10	6.95
Joysticks (Micro Switch)	8.95
In lots of 10	7.50
Rotary Joysticks	29.95
In lots of 10	26.95
Cherry Microswitches	1.25
In lots of 25	.99
Push Buttons (100 Mixed)	24.95
Micro Switch Push Buttons	1.95
L/25, 1.75 L/50, 1.65 L/100,	1.55
Replacement Control Panels Specify game/hole pattern	12.50

OVERLAYS

Generic	$11.95
Mix or match: Rainbow, blue & silver, galaxy, pyramid, sunrise. In lots of (12)	9.95
Solid Colors: Blue, red, black & green	8.95
In lots of (12)	7.95
Mr. Do! Overlays	3.95
Centipede Overlays	18.95
Asteroids Overlays	12.95
Elevator Action Overlays	14.95

Billiard Items

We made a large purchase of large misc. biliard supplies. All are for sale at less than wholesale prices. Call for info or a complete list of items.

OTHER ITEMS

Box of 1000 Quarter-wrappers	2.50
Bag of 1000 Wire Ties	12.50
Coin Meters	3.95
Track Ball Roller Sets:	
For Centipede	5.95
For Millipede	6.95
Roller Bearings	2.25
Fans (3″ or 5″)	9.95
Video Cabinets (new & empty)	
Uprights	75.00
19″ table	125.00
Countertops	100.00
Multi-game Systems	
3-in-1	199.00
4-in-1	329.00

USED PARTS:

We have the largest selection of used PCBs in America! We buy and sell — Call us now for our up-to-date pricelist.

Complete Game Repair Service
Monitors, PCBs, Power Supplies, etc!
1-DAY TURNAROUND AVAILABLE!

Eldorado Products, Ltd.
14816 Main Street
Gardena, California 90248

(213) 516-9522
FAX 213-516-7058

NEW LOW PRICE NORTHWESTERN HOT NUT VENDOR

- Gum Balls
- Candy & Toys
- High Bounce Balls

Acme Vending Supply
1696 W. Washington Blvd.
Los Angeles, CA 90007

(213) 732-8119

Poker Board Repairs

30 day warranty
Quality Workmanship
Quick Turnaround

Sales • Service • Parts

Seashore Distributing
1720 Hwy. 501 Plaza
Myrtle Beach, SC 10577

803-626-8686

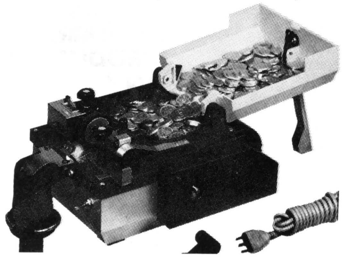
Belita Coin Counters

The best and most convenient Coin Counter ever made. It is specially designed for Operators - large or small.

- Lightweight (only 9 lbs)
- Portable (take with you to location)
- Very inexpensive
- Long lasting/low maintenance
- Fast and easy to use
- Automatic Stop for easy counting
- Coin Tray Support Bag Holder

TRY A SAMPLE AND BE CONVINCED

Send Check for Sample
MANUAL - $425
ELECTRIC $550 (110V or 220V)



FOR DETAILS CONTACT:
R. H. BELAM COMPANY INC.
ONE FULTON AVENUE
HEMPSTEAD, NEW YORK 11550
TEL: 516 292 2670
FAX: 516 486 0957

National
TICKET CO.

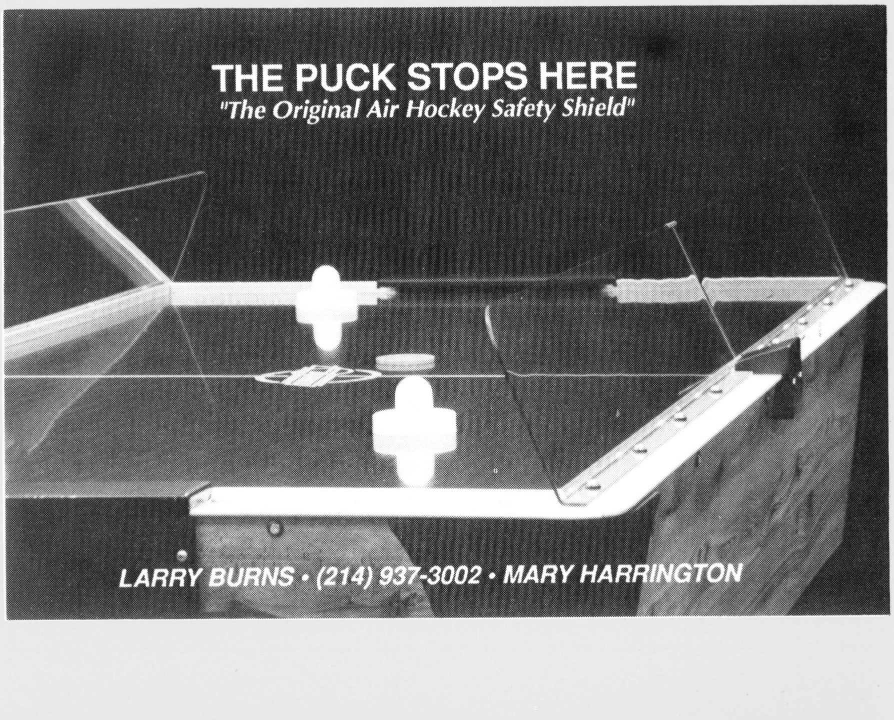
TICKET AVENUE
SHAMOKIN, PA
17872-0547
717-648-6803

6486803

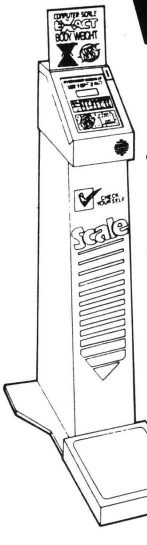
ONE COUPON

FOR ALL MERCHANDISE REDEMPTION TICKETS CALL TODAY

NATIONAL TICKET CO., SHAMOKIN, PA


THE PUCK STOPS HERE
"The Original Air Hockey Safety Shield"
LARRY BURNS • (214) 937-3002 • MARY HARRINGTON

MR. VEND SCALE



- BATTERY OPERATED (BATTERY WILL LAST 12 MOS.)
- TRENDY COLORFUL GRAPHICS
- LUCKY LOTTO NUMBERS
- COMPATIBLE WITH OTHER MR. VEND PRODUCTS IN AN ATTRACTIVE SYSTEM THAT DOUBLES AND TRIPLES YOUR PROFIT POTENTIAL

IMPULSE BEGINS AND ENDS WITH MR. VEND!

Mr. Vend

(818) 718-6061

Little Casino & Merit

— Sales — Service —
— Repair —

Video Services

404-925-8337

HELP WANTED

by

Midwest Amusement Operator

Experienced repairman needed (monitors, jukeboxes and video games)

Send Resume:

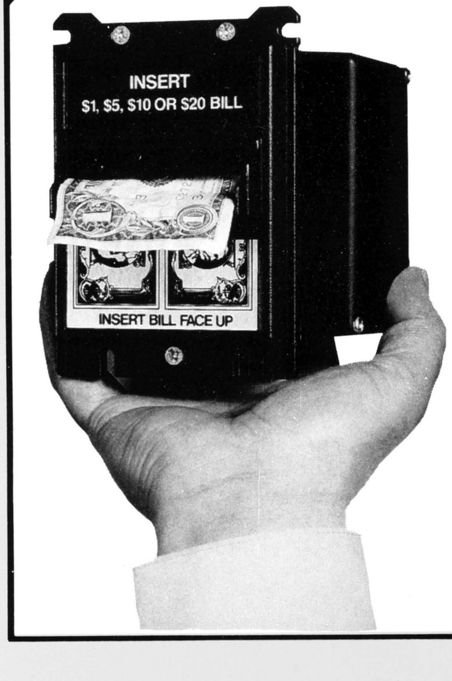
Operator
P. O. Box 1163
Dubuque, LA 52001

NOW AVAILABLE

MARS ELECTRONICS

Bill Acceptors

Accepts $1, $5 $10 and $20 bills



SPECIAL VOLUME DISCOUNTS

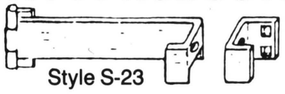
USED IN POKERS, CRANES, GAMES, etc.

This product is supported by a Nationwide Service Network

FREE GIFTS...
Join the V.I.P. Club!

D.C. VENDING
Distributing Company
1 • 800 • 432 • 8363
1 • 904 • 260 • 3034
P.O. DRAWER 56888
Jacksonville, Florida 32241

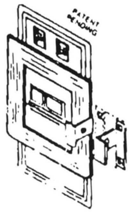
EVERY DAY IS SALE DAY ON A-1 PRODUCTS



Style S-23

Designed for all games. Excellent for pinball and video. Hidden hinge and cover for padlock.

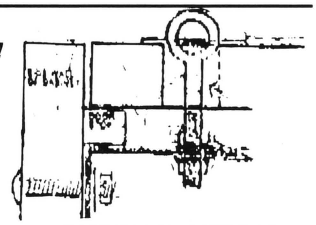
Over/Under DOOR BAR
Fits ANY
2 Door Game
With 1 Padlock



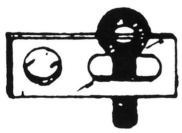
PRICED LOW
Style S-19

QUALITY FEATURES: Hidden hinges, welded non-removable hinge pin, padlock shackle covered to discourage bolt cutters, heavy construction to prevent break-in.

NEW!
Style
S-25



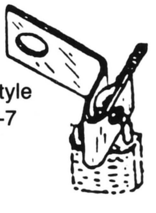
INSIDE CABINET BAR



style S-5, S-6
4½" BAR HASPS
Put game lock thru hole, padlock eyebolt.

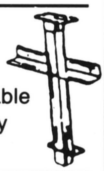
4 inch BAR with covered eyebolt

Style
S-7

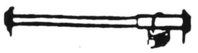


Style
S-8

Pool Table Security Bar



style S-3 BACK DOOR BAR



Adjustable for video games — needs only 1 padlock

You can buy these bars from the following distributors:
WICO DIST. CORP. • DREWS DIST. CO.
PEACH STATE DIST. • BRADY DIST. CO.
AMUSEMENT EMPORIUM • J-S SALES

Phone us for more information

1-800-STANS-A-1 (1-800-782-6721)
Phone/FAX (919) 728-5311

A-1 PRODUCTS

LITSEY EQUIPMENT CO., INC.

— ALL GAMES ARE COMPLETE WITH CABINETS —

PINBALLS

Alien Poker	$350.00
Atilla The Hun	350.00
Black Out	350.00
Dolly Parton	150.00
Eight Ball	595.00
Electra	295.00
Fire Power	325.00
Genie	150.00
Jungle Lord	295.00
Laser Cue	495.00
Laserball	195.00
Lightning	250.00
Pharoah	395.00
Pokerino	250.00
Rock	550.00
Scorpion	250.00
Soccer King	250.00
Solar Fire	395.00
Solar Ride	195.00
Spy Hunter Pin	395.00
Stellar Wars	150.00
Totem	195.00

VIDEOS

Commando	$450.00
Crystal Castles	395.00
Double Dribble	595.00
Food Fight	350.00
Ghost N Goblins	350.00
Goldmine Shuffle	295.00
Hang On	1,295.00
Karate Champ	350.00
Kung Fu Master	895.00
Lady Bug	195.00
Major Havoc	295.00
Millipede	395.00
Moon Patrol	350.00
Mouse Trap	150.00
Ms. Pac Man	395.00
Mr. Do's Castle	195.00
Mario Bros.	250.00
Pac Man	395.00
Pac Mania	895.00
Popeye	150.00
Pole Position	1,050.00
Pole Position II	1,250.00
Robotron	350.00
Super Basketball	195.00
Super Sprint	1,995.00
Super Pac Man	250.00
Star Wars	295.00
Tag Team	295.00
Ten Yard Fight	295.00
Zzyzzyxx	195.00

SPECIALS

Shoot To Win	$1,095.00
Wurlitzer 1015	4,095.00
Double Crane	2,295.00
Kramer Poker (in crate)	1,695.00

COCKTAIL TABLE SPECIALS

Defender Cocktail	$495.00
Galaxian Cocktail	695.00
Ms. Pac Man Cocktail	795.00
Popeye Cocktail	495.00

VIDEO SPECIALS

Cheyenne	595.00
Crossbow	595.00
Devastators	895.00
Double Dragon (Ded.)	895.00
Exterminator	695.00
Fighting Golf	995.00
Jailbreak	895.00
Kageki	695.00
Main Event	995.00
MX-5000	595.00
Narc	2,295.00
P.O.W.	1,295.00
Play Choice	1,095.00
Power Shift	1,795.00
Rastan	795.00
Robocop	1,295.00
Spy Hunter	995.00
Thundercade	595.00
Time Soldier	595.00
Vigilante	695.00
VS. Double Monitor	695.00
Xybots	1,695.00

PINBALL SPECIALS

Big Guns	$795.00
Cyclone	1,595.00
F-14 Tomcat	695.00
High Speed	795.00
Jokerz	1,495.00
Pinbot	895.00
Space Shuttle	495.00
Space Station	995.00
Swords of Fury	895.00
Taxi	1,595.00
Black Knight 2000	1,595.00
Earth Shaker	1,995.00

LITSEY EQUIPMENT CO., INC.
1508 S. 7th STREET
LOUISVILLE, KY 40208

FOR INFORMATION CALL
(502) 634-1706
FOR ORDERS ONLY
1-800-292-1640

MONITOR GET WELL KITS

Saves time & money on monitor repairs

Kit #101: Eliminates most problems with the Electrohome GO-7 monitors (warping, blacking out, smearing, etc.)
17 parts in kit — $7.95, 10 or more $6.95 each.

Kit #201: Eliminates most problems with the Wells-Gardner K4600 series monitors (warping, brightness problems, etc.) 14 parts in kit-$6.95, 10 or more $5.95 each.

Kit #310: For Nintendo color monitors (Sanyo), eliminates vertical shrinking, jail bars, low brightness, etc. 15 parts in kit-$6.95, 10 or more $5.95 each.

For more info check article on page 148 of Sept. Issue

Flyback Transformer
for Electrohome-GO-7 monitor
Part #A29951-B . . . $79.95

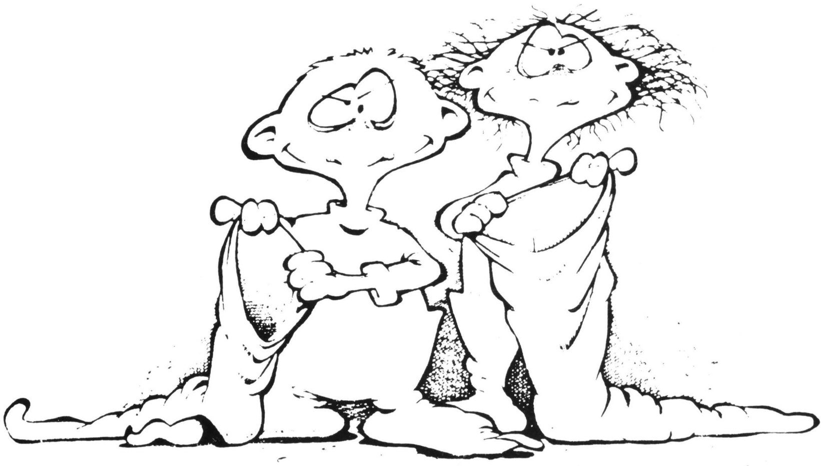
MONEY BACK GUARANTEE!
We pay shipping & handling

25C3039	$1.89 ea.
2SD870	$4.49 ea.

Stuck? Monitor board repair $20 plus parts.

ZANEN ELECTRONICS
(806) 793-6337

Are we getting Play Meter for Christmas?



Subscribe for yourself or a friend NOW!

Call: (504) 488-7003

THE CALENDAR

International 1989

December 12 13 14 15

International Exhibition of the Traveling Show and Entertainment Industries, Exhibition Center, Paris Le Bourget-Airport France. Contact Francoise Regnier, Technoexpo S.A., 8 Rue de la Michodiere, 75002 Paris, France. Tel. (1) 47 42 92 56 or Fax (1) 42 66 14 28.

December 14 15 16

Fer '89, Spanish Amusement Trade Show, Palacio Alfonso XIII, Recinto Ferial, Barcelona, Spain. Tel. (93) 218 58 50 or Fax (93) 415 00 95.

1990

January 23 24 25 26

IMA Show, 11th Annual InternationaL Amusement and Vending Machine Trade Fair, Frankfurt Trade Fair Centre, Frankfurt, Germany. Contact Marieluise Ott, Heckmann GMBH, Tel. (06121) 58 04 11.

National 1990

January 20 21

Regional Seminar with Frank ''The Crank'' and Star*Tech Journal, Brady Distributing Co., Charlotte, N.C. Contact Frank Seninsky (201) 287-4990 or Jim Calore (609) 662-1080.

February 5 6 7

Nightclub, Bar, & Restaurant Expo, Rosemont/O'Hare Exposition Center, Chicago. Call (800) 247-3881.

February 10 11

Regional Seminar with Frank ''The Crank'' and Star*Tech Journal, American Vending Sales, Wood Dale, Ill. Contact Frank Seninsky (201) 287-4990 or Jim Calore (609) 662-1080.

February 24 25

Regional Seminar with Frank ''The Crank'' and Star*Tech Journal, Shaffer Distributing Co., Columbus, Ohio. Contact Frank Seninsky (201) 287-4990 or Jim Calore (609) 662-1080.

March 23 24

Valley World Soft-Tip Dart Championships, Omni Hotel, Orlando, Fla. Contact Valley Recreation Products (517) 892-4536.

March 9 10 11

American Coin Machine Expo (ACME), sponsored by Play Meter and the American Amusement Machine Association (AAMA), The Hyatt in Chicago. Contact W.T. Glasgow, Inc. (312) 333-9292.

March 30 31

Georgia Amusement and Music Operators Association (GAMOA) Trade Show and Convention, Holiday Inn, Roswell, Ga. Contact Stan Miller (404) 424-8105.

April 19 20 21 22

Florida Amusement and Vending Association (FAVA) Annual Convention and Trade Show, Omni Expo Center, Orlando, Fla. Contact FAVA (904) 878-3134.

May 4 6

Northeast Regional Amusement Machine Convention and Trade Show, Trump Regency, Atlantic City. Contact Sue Matterson (518) 439-0981.

May 11 12

Ohio Coin Machine Association (OCMA) Expo '90 Trade Show and Convention. Contact OCMA (614) 221-8600.

June 7 8 9

Wisconsin Amusement and Music Operators Association (WAMO) Spring Convention and Trade Show, Holiday Inn, Stevens Point, Wis. Contact WAMO (414) 529-4704.

July 5 6 7 8 9 10

Coors Light World Series of Bar Games grand finale, Las Vegas, Nev. Contact Arachnid Inc., (800) 435-8319 or (815) 644-0212.

August 10 11 12

Amusement Music Operators of Tennessee (AMOT) General Membership Meeting and Trade Show, Vanderbilt Plaza, Nashville, Tenn. Contact Jan Green (901) 521-1234.

October 16 17 18

The 32nd Annual Convention and Trade Show of the Amusement and Music Operators of Virginia (AMOV), Cavalier Hotel, Virginia Beach, Va. Contact Charles Rowland (804) 262-9283.

October 25 26 27

Amusement and Music Operators Association (AMOA) Expo '90, New Orleans Convention Center, New Orleans. Contact AMOA (312) 644-6610.

November 9 10

Pinball Expo '90, convention focusing on pinball history and memorabilia, Ramada Hotel O'Hare, Rosemont, Ill. Contact Robert Berk (800) 321-2722.

ADVERTISER'S INDEX

A & A Co. 125
American Sammy 17
American Technos 45
AMOA 148
Arachnid 41
Atari Games .... Cover 4, 35
Atlantic & Pacific 103
Atlas Dist. 120
Audio Visual Amusements 147
Bally 65
Betson Enterprises 87, 97
Birmingham Vending 101
Bob's Space Racers 133
Classic Wood Products 100
Coastal Amusements 12, 96
Coincepts 51
Colorado Game Exchange 96
Craneables 118
Deltronics Labs 125
Design Plus 16
Dunis Dist. 90
Dynamo 33
Fabtek 75, 137
Greater Southern Dist. 115
Happ Controls 6
Hoffman & Hoffman 79
Imagination Leisure 130
IREM 47
Jack's Amusements 89
Jaleco U.S.A. 9, 91-95
Konami 85-86
Laramie Interest 13
Leland 43, 81
Mali & Co. 131
Mayoni Enterprises 99, 147
Merit Industries 7
Music Vend 90
New Orleans Novelty Co. 122
Nintendo 27-28, 72
Playfair Shuffleboard 131
Plush-4-Play 117
PMI 135
Premier Technology .... Cover 2, 71
Roger Williams Mint 83
Romstar 15
Rosette 19
Rowe International 23
Sega Enterprises 5, 57, 73
Smart Industries 67, 102
Strata 109
SMS 39
SNK .... Cover 3, 119
State Sales 89
Sunbelt Amusements 110
Taito America 121
Tecmo 61
U.S. Games 31, 138
Valley Recreation Products .. 55, 104
Van Brook of Lexington 133
Vari-Tech Co. 16
Video Repair School 120
Williams Electronics 25

Beef Wellington and coin-op amusement

I don't know if it's because of my French descent, or the fact that I live in a food-crazy town like New Orleans. For whatever reason, I simply love to eat. I make no bones about it; there are few things in this world better than roast beef po-boys, barbequed shrimp, boiled crawfish, or beignets with coffee and chicory.

Because of my current rung on the money-making ladder (toward the bottom; get the hint, boss?), I don't splurge too often on expensive, gourmet food. When I do, however, one of my favorite places to visit is a grocery/gourmet-food-to-go store in uptown New Orleans. They carry all sorts of imported pastas, cheeses, spices, chocolates, etc.

The most mouth-watering treats, though, are found within the cold display case. There, in all their splendor, are such delectable entrees as roast duck *l'orange*, ginger-apricot chicken, stuffed manicotti, French onion soup, and my all-time, bursting-with-calories favorite, beef Wellington.

For those not familiar with this grand dish, it consists of a thick slice of beef tenderloin that's been wrapped with *pate de fois gras*, mushrooms, and a well-seasoned brown sauce. These ingredients are placed within puff pastry and baked. If God hosts dinner parties in heaven, I would imagine that beef Wellington highlights the meal.

Anyway, the last time I popped in this store for dinner, I noticed that the price of the Wellington had gone up by close to two dollars. I didn't mind shelling out the extra money for such a glorious dish, but apparently I was in the minority among the store's customers. Normally, the Wellingtons get devoured in a hurry; you're lucky to grab one before they run out. But on this occasion there were seven or eight individual Wellingtons left on the tray.

''Thanks for ordering one; the chef has been pretty depressed lately because no one is buying them, and they are so much trouble to prepare,'' said the owner of the establishment. ''Don't mention it,'' I replied, wiping the last dab of sauce from the corner of my mouth. I started to ask if there would be a close-out sale on Wellingtons—you know, like buy one, get two free—but the timing seemed inappropriate. A sharp knife was firmly clenched between her flour-caked fingers.

Being the nosy type, I asked her if she thought the higher prices had anything to do with the slow-moving beef. ''Yes, that must be why, because people were buying plenty of them before,'' she said. Why, then, the big price hike? Why not lower it?

The proprietor's explanation was simple. Her costs had gone up; after all, she pointed out, beef tenderloin and pate are not inexpensive items. It cost her more to create the dish, so quite naturally, she passed it on to her customers. Her last remark was what stuck with me: ''People are funny. They realize that prices have gone up on some items and pay the extra amount without a word. But for other things, they aren't willing to budge an inch. I think my Wellingtons fall into that category.''

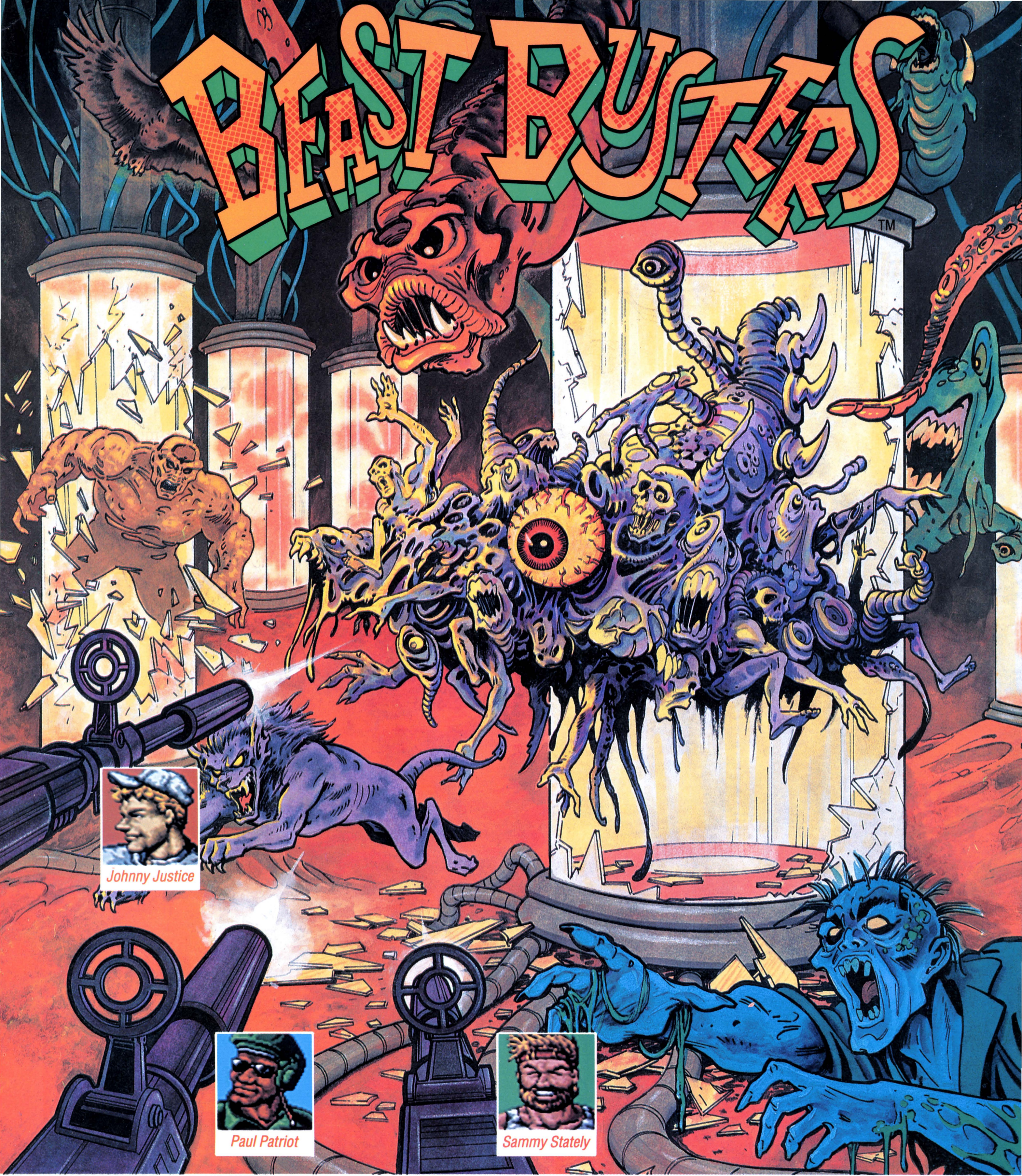
Operators, unfortunately, know just how that woman feels. As operating costs escalate, they seek a logical way to stem the tide. The most logical answer lies in increasing the price-per-play on the machines. Experts estimate that a quarter is worth seven cents today, yet most coin-op games are mired on that price setting. When today's operator tries to convert to 50-cent play, the location owner quakes in his boots. ''Nobody's touching the machine now; put it back to a quarter,'' he cries. Sadly, he's right; the customer won't drop that extra quarter into the game.

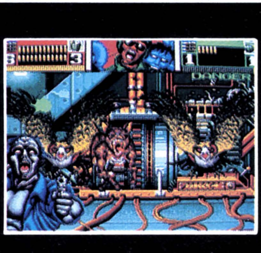
Is the dollar coin the way out? By all indications, yes. But to me, that's only half of the equation. The other half should consist of a massive public relations push that points out not only the attributes of coin-op entertainment, but the economics surrounding it.

The end-user must be made to realize that the games they play are constantly improving as technological advances are made. How can they expect to receive greater and greater entertainment for the same paltry quarter? In a nutshell, you get what you pay for. The players have gotten spoiled. They want to pay ground meat prices for prime beef Wellington. Too many operators are struggling to let them continue doing so. ☐

Christopher Caire

Christopher Caire
News Editor


BEAST BUSTERS
TM
Johnny Justice
Paul Patriot
Sammy Stately



This winter, aim your sights at monstrous earnings when SNK unleashes BEAST BUSTERS, their new 3-player gun game!

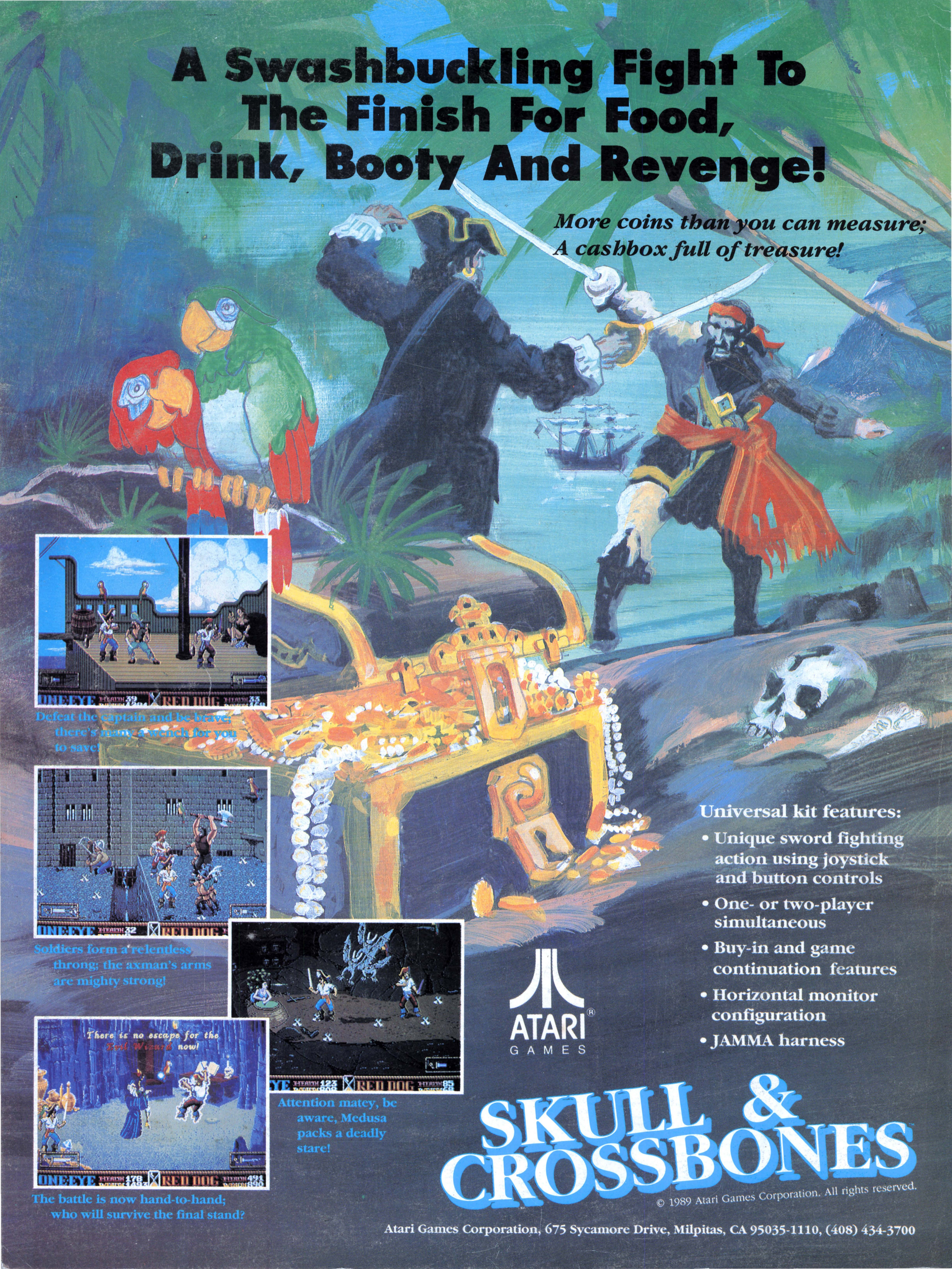
SNK

SNK Corp. of America
246 Sobrante Way
Sunnyvale, CA 94086
(408) 736-8844

© 1989 SNK CORP. OF AMERICA

A Swashbuckling Fight To The Finish For Food, Drink, Booty And Revenge!

More coins than you can measure;
A cashbox full of treasure!


ONE-EYE
RED DOG
There is no escape for the Evil Wizard now!
ATARI
GAMES

Defeat the captain and be brave; there's many a wench for you to save!

Soldiers form a relentless throng; the axman's arms are mighty strong!

Attention matey, be aware, Medusa packs a deadly stare!

The battle is now hand-to-hand; who will survive the final stand?

Universal kit features:

- Unique sword fighting action using joystick and button controls
- One- or two-player simultaneous
- Buy-in and game continuation features
- Horizontal monitor configuration
- JAMMA harness

SKULL & CROSSBONES

© 1989 Atari Games Corporation. All rights reserved.

Atari Games Corporation, 675 Sycamore Drive, Milpitas, CA 95035-1110, (408) 434-3700